

HAYWARD CITY COUNCIL

RESOLUTION NO. 93-261

Introduced by Council Member HILSON

RESOLUTION ADOPTING CITY OF HAYWARD DESIGN
GUIDELINES AND HAYWARD DOWNTOWN HISTORIC
REHABILITATION DISTRICT COMMERCIAL DESIGN
MANUAL

BE IT RESOLVED that the City Council of the City of Hayward hereby adopts the City of Hayward Design Guidelines dated October 1, 1993, and the Hayward Downtown Historic Rehabilitation District Commercial Design Guidelines, dated September, 1993, copies of which are attached hereto as Exhibits "A" and "B," respectively.

IN COUNCIL, HAYWARD, CALIFORNIA November 9, 1993

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS: Cooper, Hilson, Jimenez, Rodriquez, Ward
MAYOR: Sweeney

NOES: COUNCIL MEMBERS: None

ABSTAIN: COUNCIL MEMBERS: None

ABSENT: COUNCIL MEMBERS: Randall

ATTEST: Angelina Reyes
City Clerk of the City of Hayward

~~APPROVED AS TO FORM:~~

[Signature]
City Attorney of the City of Hayward

*Original never finalized
Copy of original never attached
7/8/99*

EXHIBIT "B"

REVISED
SEPTEMBER, 1993

HAYWARD DOWNTOWN HISTORIC REHABILITATION DISTRICT

Commercial



Design Manual



TERRA

HAYWARD DOWNTOWN HISTORIC REHABILITATION DISTRICT

Commercial Design Manual

Drafted April 1993

TERRA DESIGN GROUP
Mill Valley, California

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HAYWARD DOWNTOWN HISTORIC REHABILITATION DISTRICT Commercial Design Manual

If Hayward is the Heart of the Bay, downtown is the heart of Hayward.

The Downtown Historic Rehabilitation District targets design and financial incentives for the visual improvement of properties. These incentives help district property owners and tenants upgrade and rehabilitate their commercial buildings.

How this manual will be used

This manual identifies the common visual elements of commercial buildings in the downtown historic district (see Appendix A for map).

The elements and guidelines identified in this manual will be used to determine the project's compatibility with the character of the district. Particular emphasis will be placed on compatibility with the buildings within 75 feet of your project.

Project Review

All projects will be reviewed by the City of Hayward. All projects within the Historic District which affect visible external elements shall be referred to the Citizens' Advisory Board for review and advice to the City's approving authority regarding consistency with these guidelines.

Relationship of this document to others covering downtown

This manual incorporates similar standards found in previous city documents focusing on downtown, including the *Downtown Focal Point Master Plan*, and *Re-Centering— the Downtown Hayward Design Plan*, and supersedes *Design Requirements, Guidelines for Downtown Hayward*, and *CAB Recommendations Regarding Designation of Hayward Downtown Historic Rehabilitation District and Financing Program Pursuant to the Marks Historic Rehabilitation Act*.

Existing buildings

The majority of construction projects downtown are alterations of existing buildings, where many basic building elements are already set. Determining the original design of the building and repairing or replacing character-making elements is the first step in a rehabilitation project.

Building changes

Physical change is part of the evolution of downtown, and facades, especially storefronts, are remodeled often as businesses move in or out and a change of image is desired.

The original building may be hidden behind added layers of stucco, metal or wood. Architectural details may have been removed in an effort to 'modernize' an older commercial building. Windows may be covered. The additive effect of these changes is a loss of its original character and alteration of its proportions.

Where can you find the original design?

Before design, the building facade and storefront should be assessed.

Note later additions or missing original details.

- Clues to the original design of your building may be found by prying under modern materials known to have been added, or examining old photographs. The Hayward Historic Society Museum, 22701 Main Street, has over 6,000 photographs, many early streetscenes of downtown, that may include your building.

What is rehabilitation?

Rehabilitation means changing a building for modern use **re-using as much of the original materials and architectural elements as possible**. This differs from remodeling, which is altering a building's original appearance, or restoration, which is bringing a building back to its original appearance.

What is infill?

Infill describes any small new construction project in the rehabilitation district, including additions to existing buildings, and new buildings on 1-2 lots.

How to use this manual

- Each of the following sections describes a common aspect of commercial buildings in downtown Hayward. These aspects are the basis for the guidelines. Each element is described under **what it is**, and explained under **why its important**. The **guidelines** section lists the requirements affecting that portion of the design for infill and rehabilitation projects.

Architectural Style

What it is

The original look of the building at its construction date.

Why it's important

A building is a product of its time and should not look older or younger than it is.

The difference between downtown and a shopping mall is downtown's development over time. Downtown Hayward is stylistically made up of a great variety of buildings dating from the 1870s through today, forming a visual history of the City's growth.

Guidelines

INFILL

1. Compatible contemporary designs for new construction are encouraged.

REHABILITATION

2. The original facade should be exposed, repaired, and cleaned.



Slipcovers are often easily removed.

3. Original material or architectural features should not be removed or altered.
4. Deteriorated architectural features should be repaired rather than replaced.
5. New material should match the material being replaced in composition, design, color and texture. Duplications of features should be based on historic, physical or pictorial evidence rather than on conjecture when possible.



Historic photographs show original facade features and materials.

Mass

What it is

Mass is the form of the exterior of a building (footprint + height).

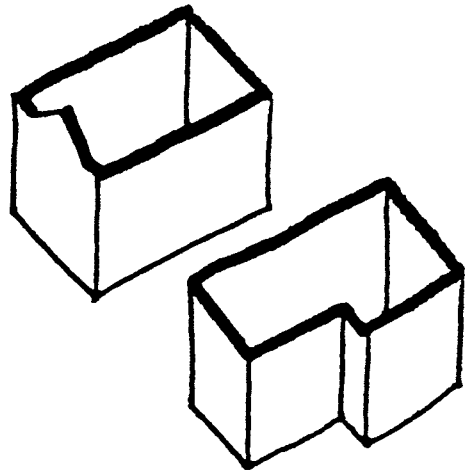
Why it's important

Downtown was traditionally laid out in large rectangular blocks. These blocks were subdivided into smaller rectangular lots, narrow across the front and deep. Corner buildings were sometimes granted larger, more squarish parcels. The result is the long rectangular buildings associated with downtown.

Guidelines

REHABILITATION

1. The original massing of the building should not be reduced.
2. If possible, replace portions of the building previously removed to recreate the original massing.



Mass is the size and shape of the building.

Width

What it is

The breadth of the lot.

Why it's important

Narrow lots maximized the number of retail establishments within a block. Result— visual interest and variety for the pedestrian .

Guidelines

INFILL

1. Storefront areas should be framed by piers or columns every 25–35 feet.

REHABILITATION

2. Maintain or re-create the division of bays in longer buildings.



Similar width buildings are a strong rhythmic element downtown.

Setbacks

What it is

The “build-to” lines of a lot. In downtown Hayward, these requirements are illustrated in Appendix D.

Why it's important

Building out to the property lines increases rental area. Front building lines at the sidewalk creates the “street wall” characteristic of downtown blocks.

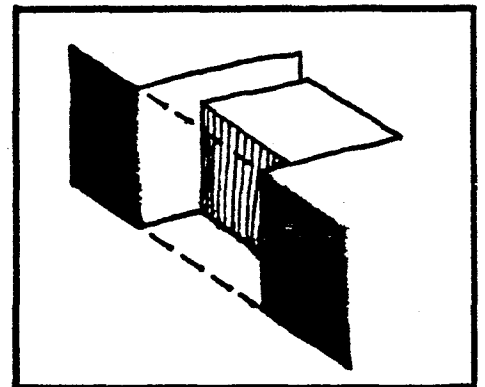
Guidelines

INFILL

1. Align building fronts with those of adjacent buildings.

REHABILITATION

2. Maintain the line of the front building wall at the sidewalk.



Buildings with no setbacks define downtown from residential and strip commercial areas.

Height

What it is

The maximum height of a new (infill) commercial building is set by zoning restrictions. In Hayward's downtown the limit depends on the building's location, see Appendix C.

Why it's important

There is often a strong height similarity in downtowns. In Hayward, most buildings are 1-2 stories. The resulting street "wall" reinforces the enclosure of the block. Walking along a downtown street feels like being inside a grand outdoor "room". Taller buildings are often located at the corners, creating a bookend to the mid-block buildings they bound.

Guidelines

INFILL

- 1 Corner buildings should be at least as tall as the tallest midblock building on its side of the street.



A similarity of building height adds to downtown's visual distinctiveness.

Roof Shape

What it is

Commercial buildings are most easily distinguished from residential ones by their flat roofs. The roof is hidden by parapets, the extensions of a building's exterior walls.

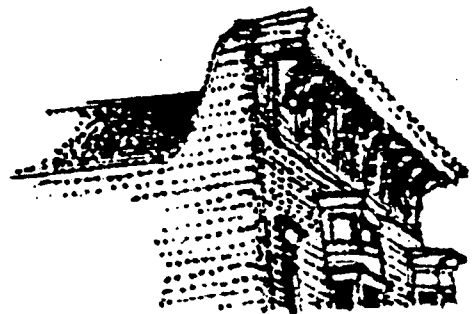
Why it's important

Flat roofs maximize wall area and increase the importance of the front wall, or facade. In early Western towns, the "false front" hid the pitch of the roof, dramatically increasing the height of the street wall. This made the building look more imposing, and gained more wall area for signage.

Guidelines

INFILL

1. Flat roofs for commercial buildings are encouraged.
2. The front wall (facade) shall extend above the highest point of the roof.



Building facades extend above the roof peak

Rear Entrances

What it is

The service entrance on the back of the building.

Why it's important

With the development of interior block public parking areas, former service entrances have become the primary entrance to a significant percentage of customers. These entrances need to be attractive and safe.

Guidelines

INFILL

1. Buildings adjacent to interior block parking areas should have rear entrances open to the public.
2. Entrances should be clearly marked and lighted.
3. Signage should relate to the primary signs on the facade.
4. Trash containers must be screened from view.

REHABILITATION

5. Original architectural elements, hardware, or windows shall remain.



Rear entrances don't have to be elaborate to be attractive.

Materials

What it is

Materials are the exterior finishes of a building. Facade finishes commonly found in downtown are cement plaster (stucco), finish (glazed) brick, and terra cotta. Horizontal wood siding is found on Victorian buildings.

Why it's important

Materials used for commercial buildings tend to be of higher quality and more durable than those used in residential construction, and their application more formal and finished. The range of exterior finishes can be very similar, due to local availability and cost.

Guidelines

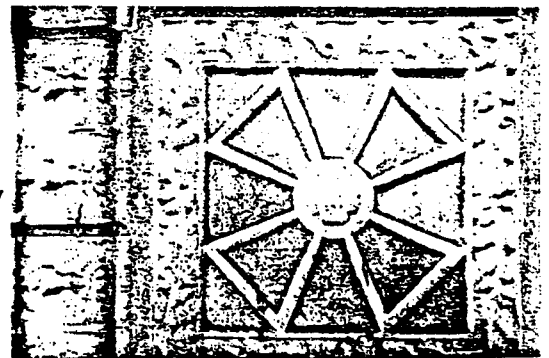
INFILL

Entry:

1. Materials should be smooth, hard-surfaced, and graded for exterior commercial use.

Bulkheads:

2. Glass, metal or plastic panels are not encouraged.



Terra cotta is decorative and durable.

3. Decorative bulkheads of ceramic tile, marble, or granite complementing the upper facade are encouraged.

Upper Facade:

4. Residential or Industrial materials such as wood shingles, plywood, common unfinished brick, undimensioned stone, sheet metal siding or plastic should not be used.



Wood shingles are a residential, not commercial building material.

REHABILITATION

5. Original finish materials should remain and be uncovered.
6. Original materials, except wood, should not be painted.
7. If existing glazed material such as terra cotta, finish brick, or ceramic tile is painted, strip using the gentlest means possible: low pressure water or chemical washes.
8. Sandblasting is not allowed as it destroys the surface of the material. Low-pressure water washing is preferred.



Sandblasting has made this wall susceptible to water infiltration and deterioration.

Color

What it is

Color includes the inherent color in a finish material, paint color added to a material, and the color of building accessories such as signs or awnings.

Why it's important

Garish colors can visually disrupt a street or block and effectively overshadow all other character-making elements of a building. Garish colors are defined by their intensity. No color or combination of colors are prohibited. Shade of color and size of application area are important.

Guidelines

INFILL AND REHABILITATION

1. Secondary and accent colors shall harmonize with the base building color.
2. Colors used at rear entrances shall be similar to those used on the facade.



Harmony is not sameness.

Roofline

What it is

The top of the facade wall.

Why it's important

In every architectural period some decorative embellishment are found to terminate and contain the facade. Decorative rooflines and cornices help the eye focus on the building facade, much like the frame of a picture.

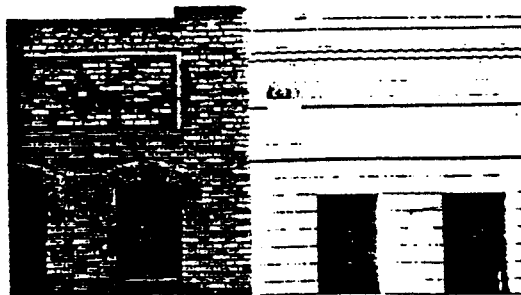
Guidelines

INFILL

1. The top of the facade wall should have some decorative embellishment; ie: cornices, special shape, or details.

REHABILITATION

2. Damaged architectural or decorative elements at the roofline should be repaired.
3. Missing cornices may be re-created, or a simplified version of the original designed.



Decorative roofline details can be subtle.

Upper Facade

What it is

The wall area above the storefront, which includes the upper floors of multi-story buildings. It has more wall than openings. The upper facade extends on the corners to the sidewalk, forming side piers.

Why it's important

Upper facades form the "wall" of the street. The side piers enclose, contain, and visually frame the storefront.

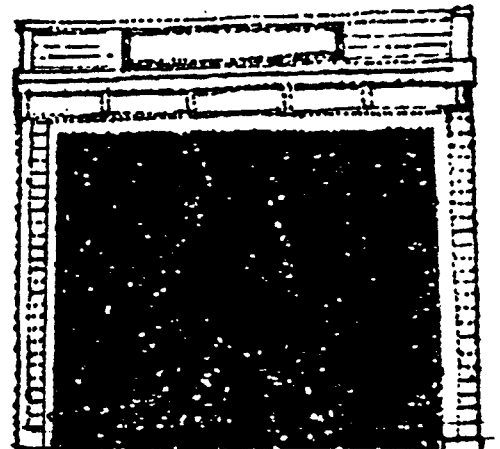
Guidelines

INFILL

1. The upper facade should have more wall than window area.
2. The upper facade should create an architectural frame for the storefront.

REHABILITATION

3. The size and shape of original window openings should be maintained, uncovered, or re-created.



The upper facade forms a frame around the storefront.

Storefront

What it is

The storefront is the street level portion of the building. It is the most transparent and open portion of the facade.

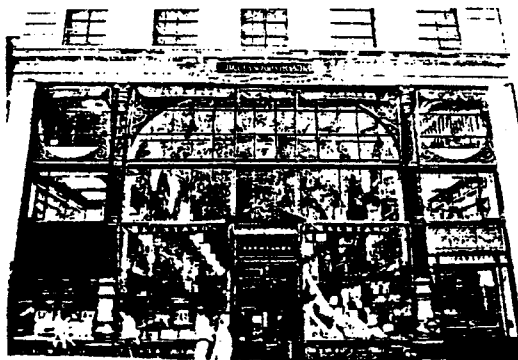
Why it's important

The storefront is where people interact with the building. Sometimes a previous alteration or new storefront design is visually significant in its own right, i.e.: great care was used in the design and construction of the remodel, or high quality materials were used.

Guidelines

INFILL + REHABILITATION

1. Storefront alterations must not destroy significant character elements or original materials.
2. Storefronts should have a high level of transparency.



The Brentano's bookstore on New York's Fifth Avenue is a three-story essay on storefront transparency

Entry

What it is

The recessed area leading to the ground floor door. They are commonly centered between two display windows. Commercial entry doors have large glass areas.

Why it's important

The recessed area forms a sheltered transition area between the exposed sidewalk and the store interior and creates more display area.

Glass doors extend the openness and transparency of the storefront. Doors to upper floors usually have smaller glass areas in keeping with the less public character of upper story uses.

Guidelines

INFILL + REHABILITATION

1. Entry areas shall be recessed from the sidewalk.
2. Doors to the street level uses should have more than 50% glass area.



Recessed entries create a protected transition area for the shopper.

Bulkhead

What it is

The bulkhead is the area below the display window.

Why it's important

The bulkhead protects the display window by raising the glass area to a safer and more easily viewed height. Due to this protective function, bulkhead materials are water, dirt, and impact resistant.

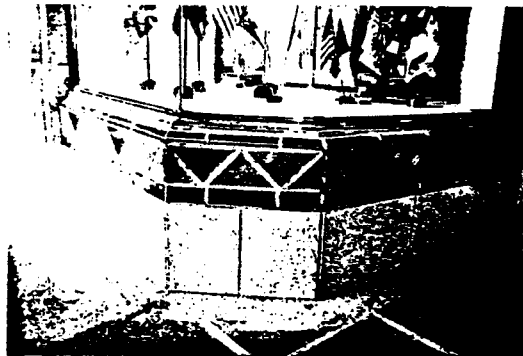
Guidelines

INFILL

1. Bulkhead height should be between 12-36 inches.

REHABILITATION

2. If covered, original bulkheads should be exposed and repaired. Replacement areas should match as closely as possible the original material, size, color, and pattern.



Ceramic tile bulkheads have unlimited decorative possibilities.

Display Windows

What it is

The display window is the large, transparent glass area of the storefront. It is the largest element of the storefront.

Why it's important

Display windows allow full view of the store interior. Stores use display windows to promote their merchandise and attract pedestrians.

Guidelines

INFILL

- 1. Display windows must use transparent glass.**

REHABILITATION

- 3. Filled-in or covered windows should be opened and re-glazed.**



Display window sizes have grown with advances in glass-making technology.

Transom Windows

What it is

The small windows above the display window and entry.

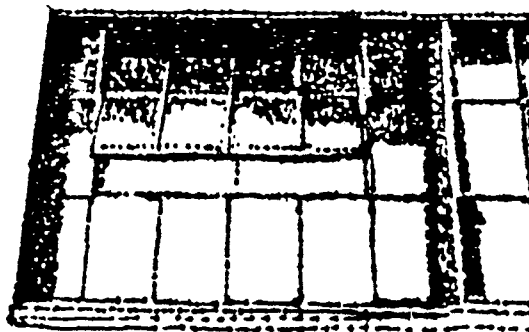
Why it's important

Transom windows continue the transparentness of the display window up to the upper facade "frame". This is an important element in the proportion of the facade. Functionally, transom windows let daylight deep into the store interior and allow interior summer heat to escape.

Guidelines

REHABILITATION

1. Missing or covered transom windows should be uncovered or replaced.



*Operable sections of transom windows
let excess heat out of interiors.*

Signs

What is it

The identification of a business on a building.

Why its important

Since every business has at least one sign, the profusion of signs; their size, type, material and design, form a major visual component of downtown.

Guidelines

Sign standards have been set by the City of Hayward and, for most buildings in the district, are summarized in Appendix E Additional guidelines for downtown are as follows:

PLACEMENT

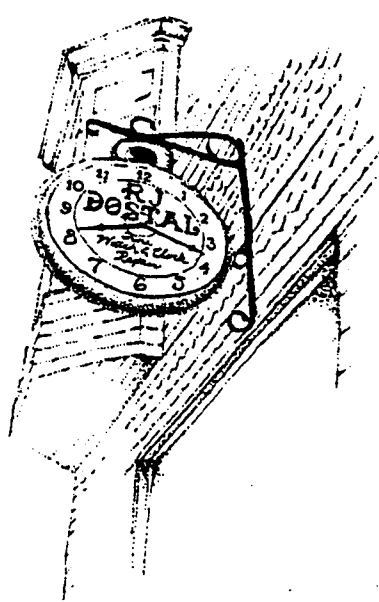
1. Wall signs should fit within or align with architectural elements.
2. Signs shall not obscure architectural elements.



Avoid covering building details.

HANGING SIGNS

3. Retail stores are encourage to have a hanging sign above the entryway oriented to the pedestrian.
4. Icon or graphic signs are encouraged.



Icon signs are attractive and easily identifiable from automobiles.

Overhangs

What it is

Sheltering elements extending from the facade over the sidewalk. These include awnings, which are angled, temporary, and made of fabric, and canopies, which are permanent and constructed of more durable materials such as metal, stucco, or glass. the City's awning requirements are reproduced in Appendix F.

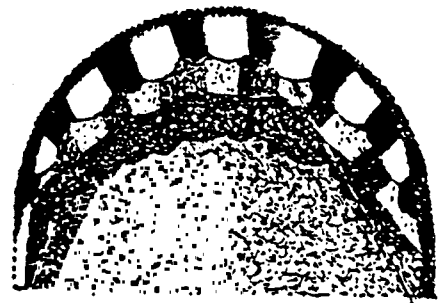
Why it's important

Overhangs serve to shelter pedestrians from inclement weather. They were often found on south sides of streets to protect display merchandise from sun damage.

Guidelines

AWNINGS

1. Awnings should be mounted within storefront or window frame.
2. Awnings may not run continuously along the face of a building.
3. Awning shape should match the shape of the opening.
4. Awnings should be self-supporting.



Round awnings are for arched windows.

5. Awnings should be mounted between the display and transom windows if space exists.
6. Internally-illuminated awnings are not permitted.
7. Awnings should be of fabric material.

CANOPIES

8. Canopies not original to the building should be removed.
9. Original canopy materials should be repaired or, if previously altered, replaced.

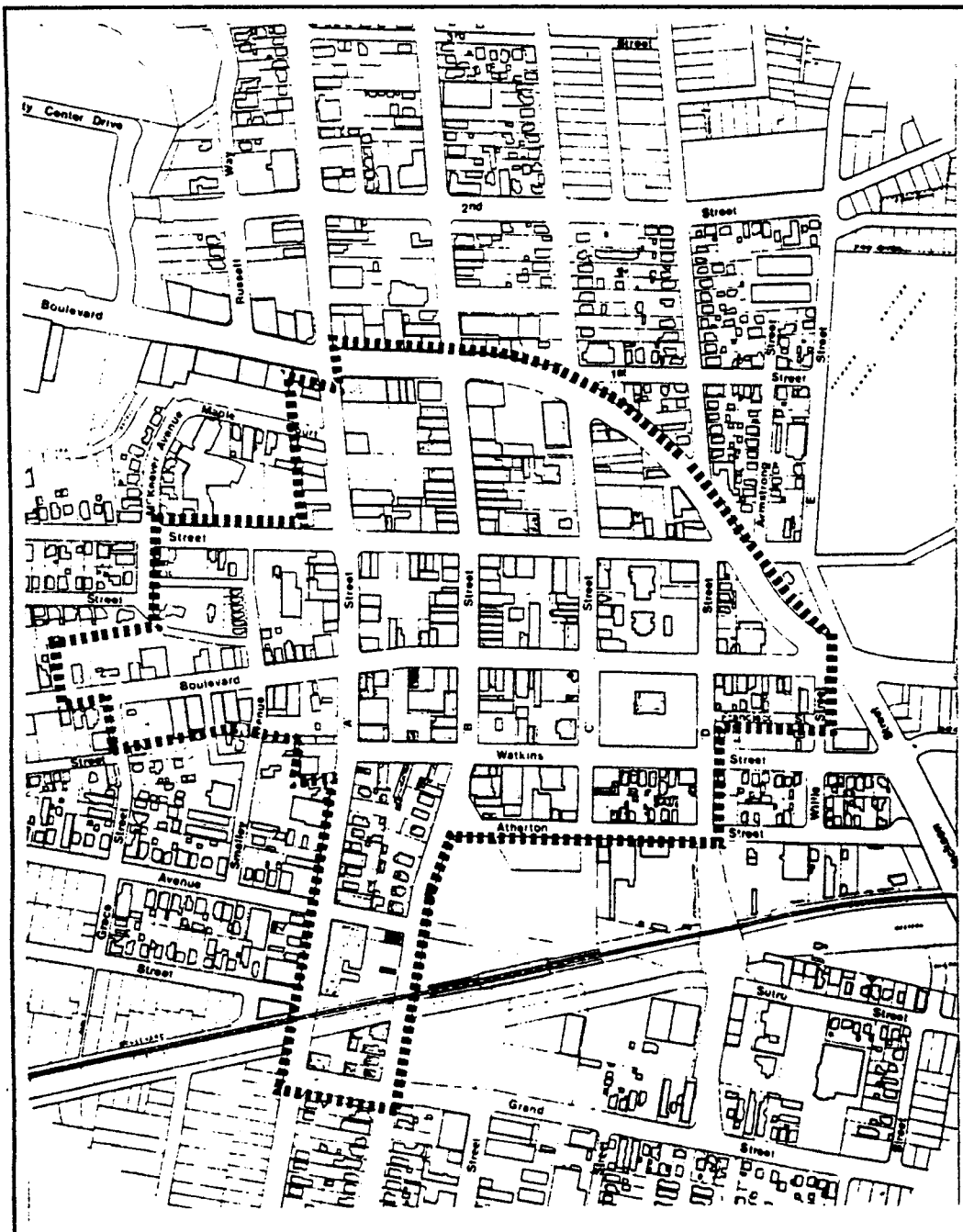


Canopies often had glass 'roofs'.

DOWNTOWN HISTORIC DISTRICT MAP

Appendix A

*Mark's Historic
Rehabilitation District*



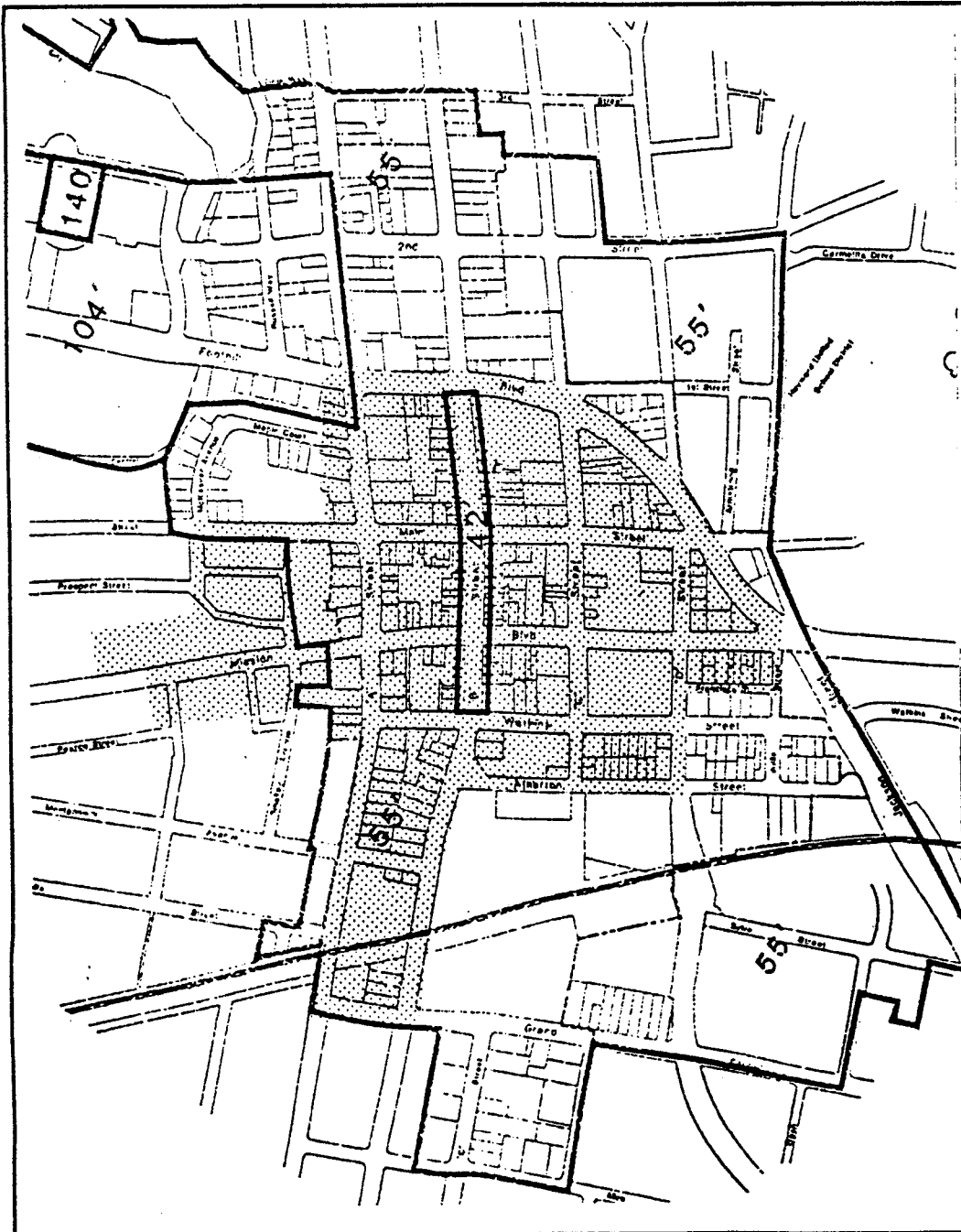
Abstract

1



ALLOWABLE
HEIGHT

Appendix C



ALLOWABLE SETBACKS

Appendix D

KEY

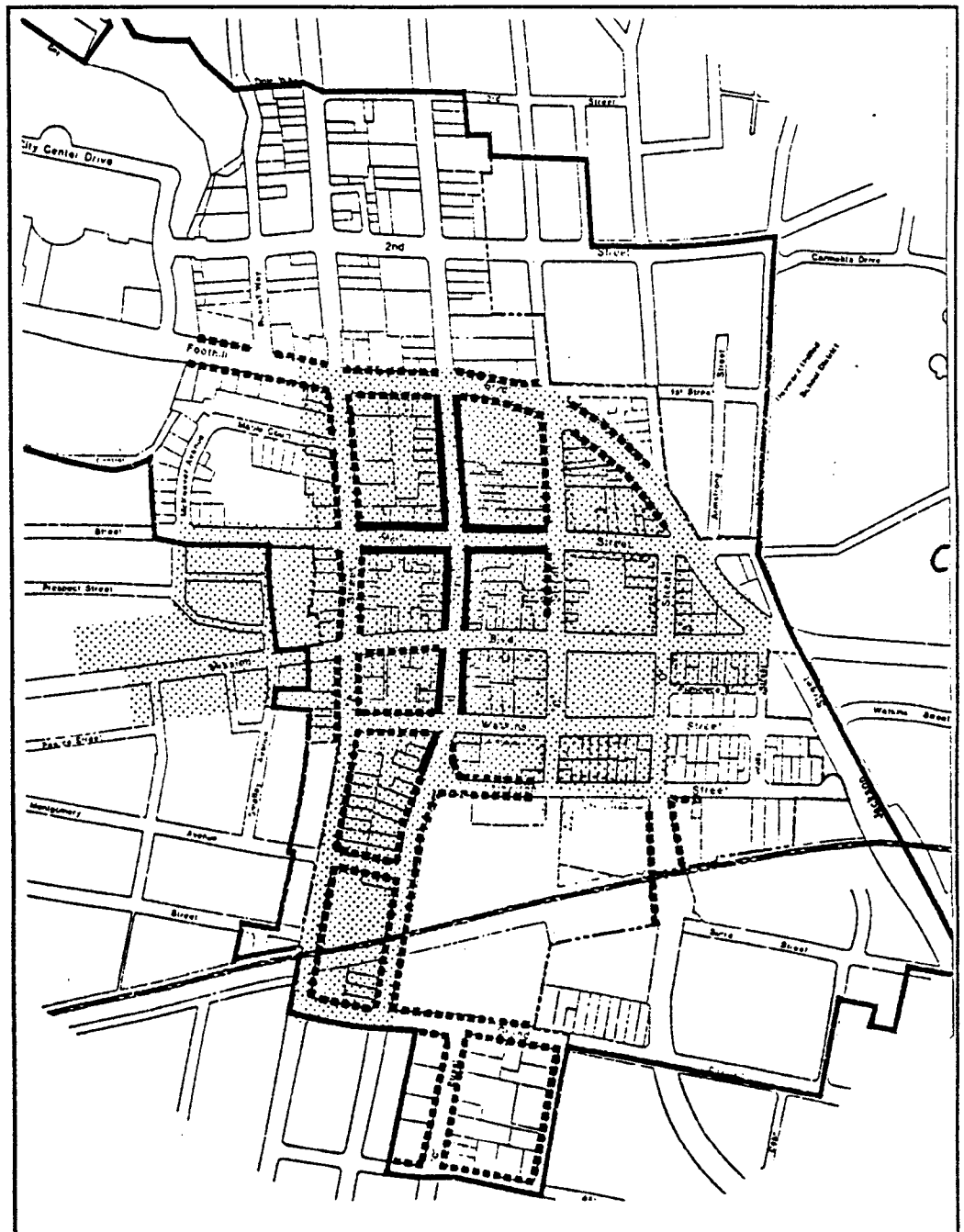
No Setback allowed



4 feet for Encroachment
Zone Setback



0-4 feet Setback allowed



SIGN
ORDINANCE
SUMMARY

Appendix E

SIGN TYPES

The following sign types are allowed in the downtown Redevelopment Area. The policy of the Agency is to discourage the use of manufactured internally illuminated box or can signs, and encourage the use of individually lettered signs which are more aesthetically pleasing.

Wall Signs

Wall signs may be painted on the wall or be made of metal, wood (except untreated plywood), plastic, neon, or vinyl. Fluorescent material is prohibited. Sign shall be located no higher than the cornice or parapet line, whichever is lower.

Signs must be placed within the sign panel area on the building facade, and must not extend over the side piers, nor beyond the parapet or building face.

Permanent Window Signs

Permanent window signs may include graphics painted on glass, vinyl letters applied to glass, a clear acrylic panel behind the window, or small neon window signs.

Permanent window signs may not occupy more than twenty-five percent (25%) of the total area of the window. Window signs shall not count toward allowable sign area.

Lettering should be white or light in color since windows appear dark.

Projecting Signs

Projecting signs shall be located no higher than the cornice or parapet line, whichever is lower, and must be located so as to not obscure any architectural detail of the facade.

A double face projecting sign shall be considered one sign.

The maximum size for a projecting sign is forty (40) square feet (20 square feet per side).

Projecting signs shall not project more than three (3) feet horizontally. In no case may the sign come within 2 1/2 feet of the curb.

Hanging Signs

Small horizontal hanging signs, suspended over the entry or from a canopy are encouraged. Hanging Signs shall not exceed eight (8) square feet in size (4 square feet per side).

Overhang (Marquee) Signs

Overhang signs are mounted atop an overhang, parallel to the storefront. They should not be used in conjunction with wall signs. Overhang signs shall not exceed 3 feet in height.

Awning Signs

The area of a ground floor awning sign shall not cover more than thirty percent (30%) of the total surface area of the awning. The area of an upper floor awning sign shall not cover more than twenty percent (20%) of the total surface area of the awning.

Signs on two side panels of an awning shall be considered as one sign for purposes of calculating total number of allowable signs.

**SIGN
ORDINANCE
SUMMARY**

Appendix E

continued

Permitted Signs

Wall, window, awning, projecting, hanging, sidewalk display signs and signs of historical or aesthetic significance.

Prohibited Signs

Roof, animated, revolving, flashing (except as part of a window display), pole (excepted as otherwise provided), or signs that obscure the detail of building facades.

Colors

Sign colors must relate to the paint scheme of the building. No more than three colors shall be used on any one sign, unless approved by the Redevelopment Administrator. Bright white and intense background colors must be avoided. Fluorescent colors are prohibited.

Lighting

Signs can be illuminated with directional spotlights, indirect lighting or indirect lighting if not glaringly bright.

Graphic Design

Sign construction and sign copy must be of professional quality. Primary signage should identify a business and not a brand-name product. If more than one sign is used, the signs must be compatible in style.

Sign Installation

All signs except window signs require a sign permit and building and electrical permits as required. All signs shall be installed avoiding visible guy wires or other stabling devices.

Non-Conforming Signs

Non-conforming signs exceeding the allowances permitted shall be removed or modified to conform to the regulations.

SIGN AREA & NUMBER

For establishments on streets other than Foothill Boulevard and "A" Street, the maximum sign area is one (1) square foot per linear foot of primary frontage, and 1/2 square foot per linear foot of secondary frontage.

Only one (1) secondary frontage may be counted for determining maximum sign area for all secondary frontages.

No establishment shall be permitted more than a total of one hundred (100) square feet of sign area. Each establishment shall be entitled to a minimum of thirty (30) square feet for the primary frontage.

For all establishments, the maximum number of signs permitted per frontage is two (2). Maximum number of signs permitted per establishment is four (4). Window signs may be in addition to these maximums.

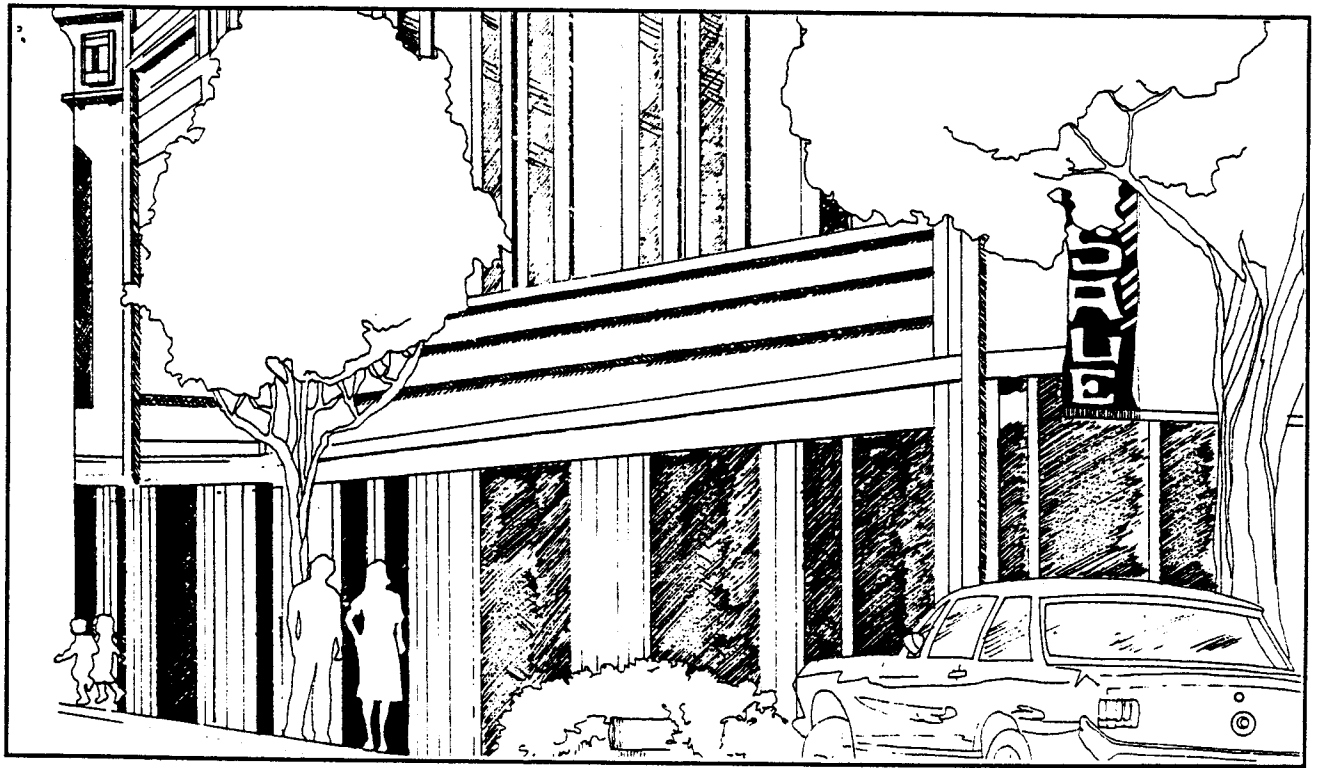
**AWNING
CRITERIA**

Appendix F

*City of Hayward
Fire Department*

- Awning fabric must be flameproof.
- Frame shall be non-combustible.
- Awnings located below a fire escape must have a breakaway section.
- Awnings to have a minimum of six (6) feet of unobstructed width for ladder access to the roof or a window on each upper floor. One six-foot access width is required for every fifty (50) feet of length.
 - Option 1:* Fully collapsible awnings.
 - Option 2:* Awnings that allow a ladder to the second floor and roof at a 70 degree angle.
 - Option 3:* Access on side of building for ladder to each floor and roof.

CITY OF HAYWARD



DESIGN GUIDELINES

PLANNING DEPARTMENT

25151 Clawiter Rd. ■ Hayward, CA 94545 ■ 510/293-5000

October 1, 1993

**Guidelines Prepared with the Collaboration of
The Hayward Planning Commission,
the Board of Zoning Adjustments, and the Hayward Planning Staff**

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HAYWARD DESIGN GUIDELINES

The *Hayward Design Guidelines* seek to identify elements of good design which will enhance the appearance of the city and make it more livable. The framework of general guidelines to be applied to all development together with specific guidelines for specific land uses and parts of the city allows more aspects of design to be systematically considered. Consolidation of guidelines which represent the contemporary concerns of citizen review bodies, staff practice and Council direction is intended to make the guidelines more readily available to the development community and the public.

Design guidelines are flexible in order to respond to the unique set of circumstances of each site and type of development and to balance the many elements which go into a design. Reasons for deviating from the Design Guidelines should be compelling and clearly stated in the public record. Otherwise, a project or a request for a building permit may be disapproved for failure to meet the City's land use policies.

This document supercedes:

Design Review Guidelines, (1987); Policy on the Use of Walls, Fences and Other Barriers and Screening Material, (1986); and Design Requirements and Guidelines for Downtown Hayward, July 22, 1986.

Separate documents which contain design guidelines are:

Hillside Design and Urban/Wildland Interface Guidelines, 1993.

Downtown Design Plan, 1987, Recentering, 1992, Focal Point Master Plan, 1992, and Commercial Design Manual for the Hayward Downtown Historic Rehabilitation District, 1993, (Downtown).

Landscape Beautification Plan, 1987 (arterial landscaping).

Standards which also must be considered in design include the Grading, Subdivision, Security, Sign, Parking, and Zoning Ordinances of the Municipal Code.

CITY OF HAYWARD DESIGN GUIDELINES

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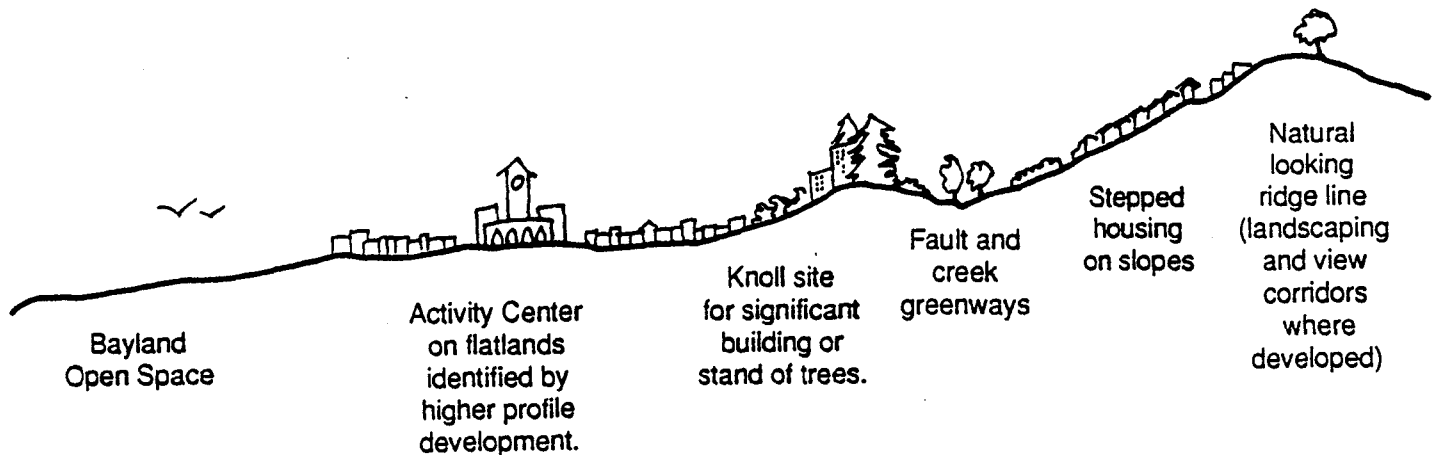
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SITE PLANNING: GENERAL CONSIDERATIONS

A good site plan creates an environment that is pleasant for human use while preserving the positive physical aspects of the site such as views, mature trees and historic buildings, and minimizing its physical problems such as flooding or noise. Compatibility of proposed uses with existing adjacent uses and the needs of the city as a whole is also a primary consideration. Site plans should indicate location of mature trees; location, use and stories of adjacent buildings and other significant site features. Photo montages, computer simulations, scale models, and/or detailed pedestrian-level elevations may be needed to assess the fit of the proposal with the site. A preapplication conference can help identify special site considerations and aid subsequent design.

- Use design to protect and feature the unique aspects of a site such as waterways, significant trees, public open space, views, and/or sense of history.

- Cluster development in order to maintain continuity of open space, to shape more usable outdoor areas, and to avoid more hazardous areas such as active fault traces.

- Give special attention to those parts of a development which interface with public environments such as street frontages or parks. Scale, landscaping and setbacks should be related.

- Site activities to avoid possible conflicts; one use can buffer another from nuisances such as noise and traffic.

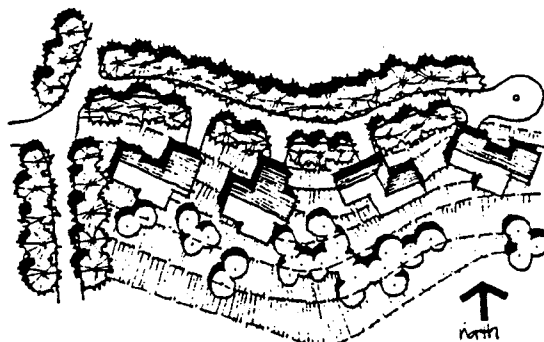
- Site new buildings and landscaping to transition gracefully to permanent development around them and to preserve privacy of adjacent residential uses.

- Coordinate development to secure mutual advantages such as sharing curb cuts, parking lots and plaza areas.

- Consider a proposed development from all aspects; e.g., the roof equipment may be visible from units above a proposed structure, or a critical view corridor may be endangered.

- Encourage landmarks such as cupolas, steeples, towers, special roofs, or chimney forms for significant buildings, centers or transportation hubs to provide points of orientation.

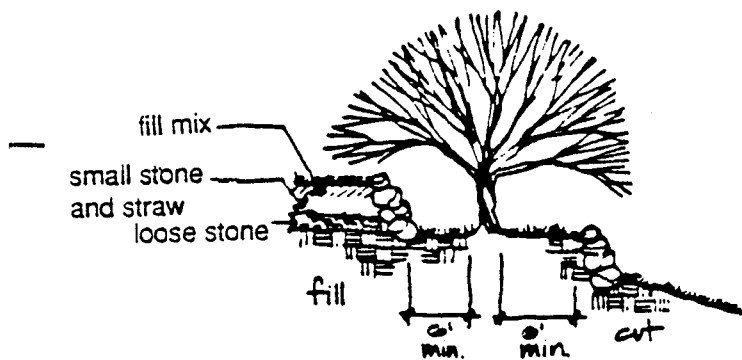
SITE PLANNING: LANDFORM



Development must reflect landform in order to contribute to an attractive pattern for the city and to avoid problems of erosion, flooding, sliding and siltation. See *Hillside Design and Urban/Wildland Interface Guidelines* for building in hill area.

- Clearly indicate portion of the site to be graded and calculate approximate percent of the site to be graded on submissions for review.

- Clearly indicate grades on adjoining land which may be affected. Fill must not create drainage problems for adjoining property.



SITE PLANNING: TREE PRESERVATION

Mature trees and shrubs help control erosion and provide immediate shade and character to a new development. (Trees with a 30" or greater circumference are protected by the Tree Preservation Ordinance; a permit is required for removal.)

- Retain existing healthy, mature plant material as much as possible, especially large trees. A certified arborist should develop a preservation program for significant trees.

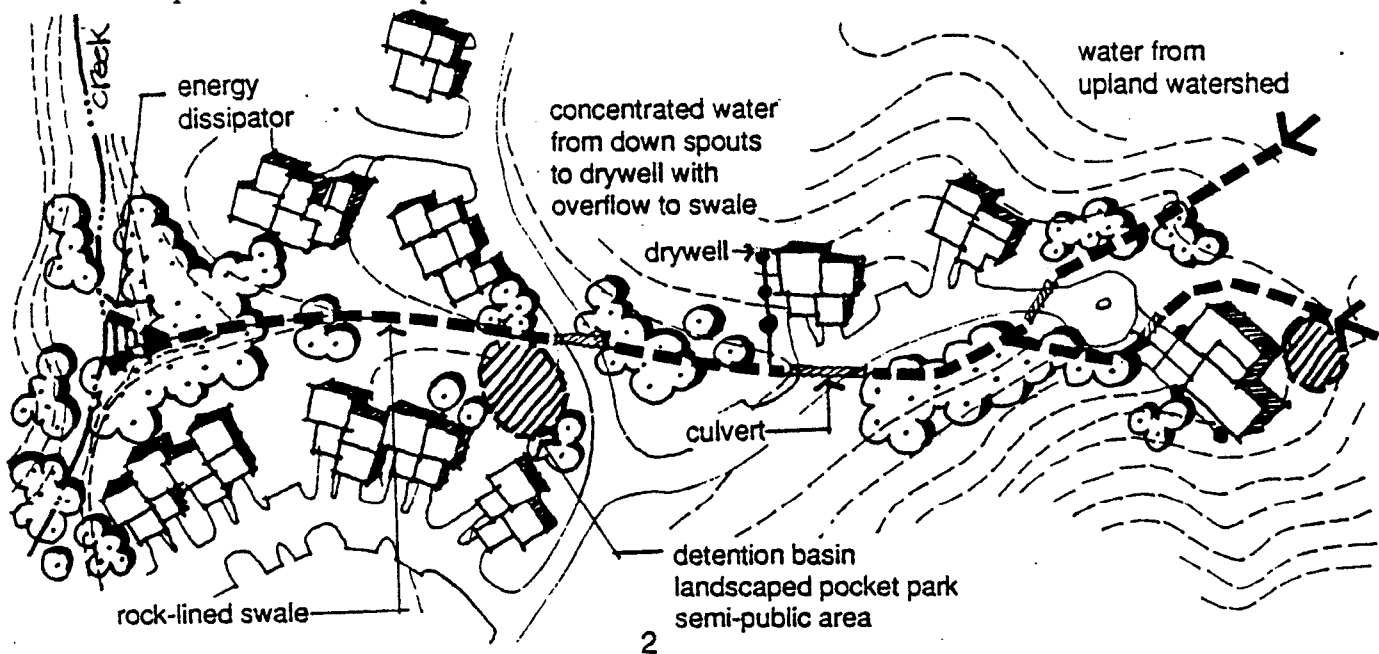
- Maintain the level of soil around the tree and original water supply levels. Protect the root zone of trees as determined by the drip line of the tree and avoid compaction of roots by heavy equipment. Trees lost will have to be replaced with box specimen trees.

SITE PLANNING: DRAINAGE

Grading alters the natural drainage patterns of the site. Provision for drainage must therefore be made when planning the site, to insure that all on-site drainage is through areas designed to serve this function. Surface run-off can then be disposed of without erosion or sedimentation and may be collected for use in water features. (See Grading Ordinance; Minimum Slope is generally 1% on all surfaces except concrete.)

- Setback development from creeks to allow riparian vegetation to control erosion and slow runoff; avoid culverting.

- Use grading techniques to retain as much run-off on site as practical, allowing for percolation in detention basins, dry wells and porous surfaces. Consider porous paving materials, e.g., interlock pavers, porous asphalt mixes, decomposed granite, and turfblock as consistent with required load-bearing capacity.



SITE PLANNING: SOLAR ACCESS

By law, the design of a subdivision should provide for feasible passive or natural heating or cooling opportunities. In many instances, the psychological benefit of having the sun penetrate into interior spaces is as important as the energy-saving benefits.

- Concentrate building on south- and east-facing slopes; avoid building in steep-walled canyons due to low solar exposure and extremes in temperature.

- Orient streets on an east/west axis to maximize solar access possibilities where compatible with topography and existing street pattern.

- Vary setbacks to provide good solar access where street orientation is not favorable. In Planned Developments, zero-lot-lines may permit buildings to abut the north property line, thereby providing the greatest possible yard area to the south of each building (see p. 22).

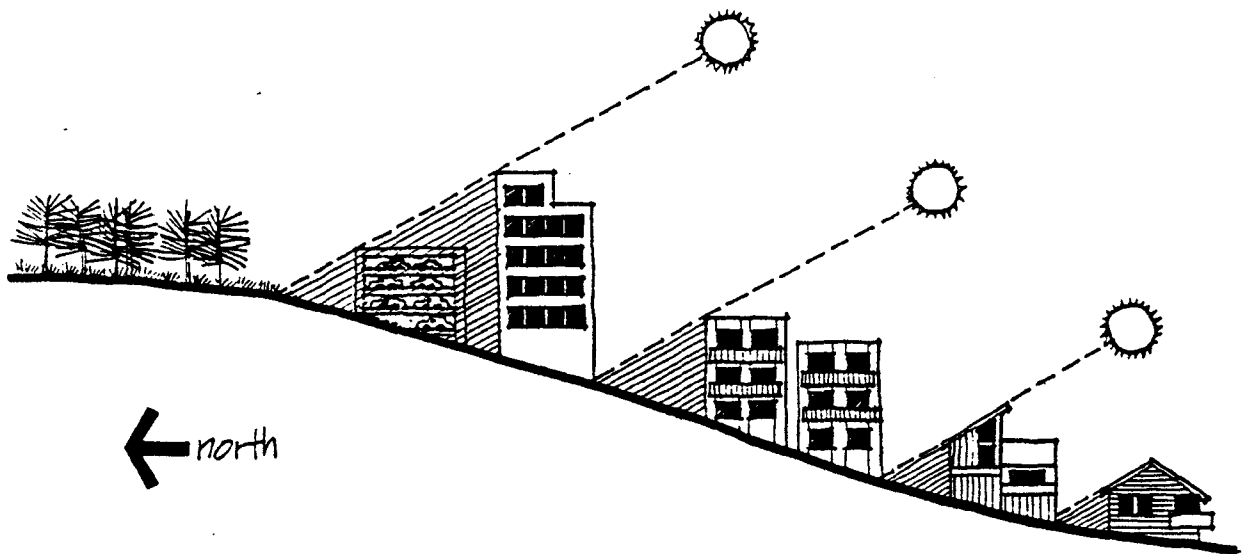
- Orient the long axis of a building east and west where consistent with other design considerations.

- Orient a sufficient amount of roof areas for roof collectors within 22.5° of south.

- Locate buildings on lots so that the sun can reach the south wall and roof of each unit without obstruction.

- Site buildings so that their shadows do not cover plazas and sitting areas. Locate buildings on the north side of outdoor use spaces whenever possible, and shape the building mass to cast a minimum shadow.

- Site taller buildings to the north of shorter ones. Utilize portions of the site with poor solar access for service functions like parking.



SITE PLANNING: NOISE CONTROL, MICRO CLIMATE AND AIR QUALITY

The site plan can minimize the intrusion of loud noises by utilizing noise buffers, by separating incompatible uses, and by locating proposed uses in areas where they will be most compatible with surrounding noise levels.

The micro-climate can be modified through careful siting of structures, land forms and vegetation, improving outdoor living conditions and reducing energy demands for heating and cooling.

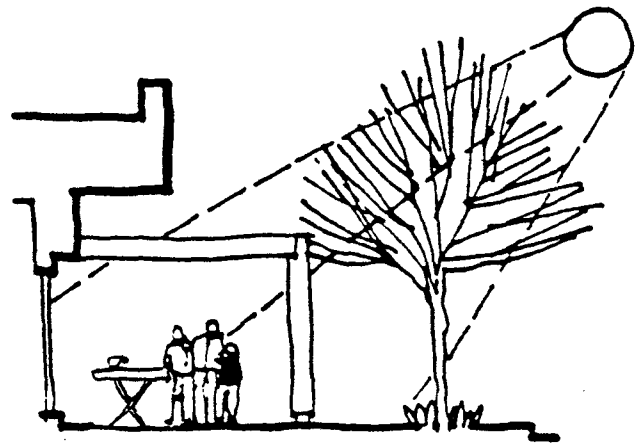
Air quality can be maintained and noise reduced by providing for pedestrian, bike and transit transportation, and by judicious siting and landscaping decisions. More trees should be planted throughout the city for reasons of environment, appearance, energy conservation, air quality, climatic impacts and pedestrian comfort.

- Buffer noise with planting in conjunction with berms or walls. Vegetation alone is not an effective physical buffer, but visual screening of the noise source reduces perceived sound level.
- Utilize orientation to deflect sound from sensitive uses like group open space.
- Design new buildings to prevent transmission of outside noise, to minimize equipment noises, and to minimize noise transmission between units.
- Protect exposed areas from prevailing winds with evergreen windscreens.

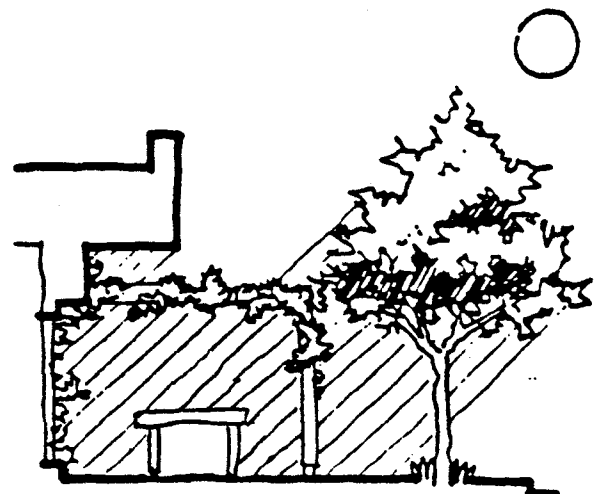
■ Provide shelter from winter rains at key access points.

■ Use deciduous landscaping to maximize winter heat gain on south side while minimizing summer heat gain.

■ Locate areas used for intensive human activities such as sports fields away from significant air pollution sources and filter pollutants with mounding and landscaping next to emission sources.



Deciduous Landscaping for
Winter Heat Gain



... and Summer Shade

SITE PLANNING: OUTDOOR USE SPACES

The placement, size and proportions of outdoor spaces should relate to their function and to associated indoor spaces to maximize utilization. Outdoor spaces cut off from the buildings they serve by driveways and parking are rarely useful as outdoor living spaces except as sports courts.

When outdoor space has clearly defined boundaries and a strong relationship to a particular structure or cluster of structures, there can be a sense of proprietorship for the space by the owner or user of the structure, which discourages crime and encourages use and maintenance of the space. Clustering of units within a larger complex to create semi-public outdoor use spaces with amenities such as seating strengthens a sense of community.

■ Configure buildings so that adjacent open spaces are visible and easily surveyed. Greater surveillance and safety result from encouraging a variety of uses. Minimize remote, inaccessible outdoor spaces.

■ Locate uses most sensitive to noise away from noise sources; avoid enclosing noise-producing facilities such as parking lots or swimming pools with living units.

■ Consider visual access for police patrol in siting of parking, buildings and selection of vegetation. Doorways and addresses should be visible from major circulation routes and lit at night.

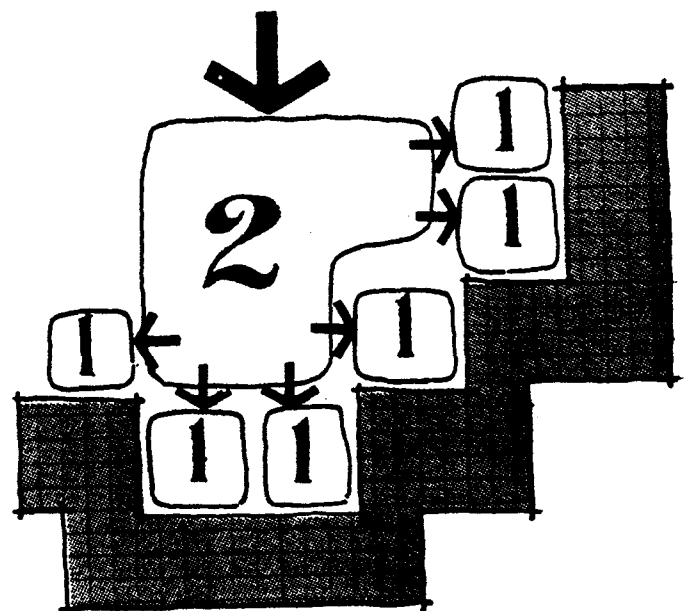
■ Extend building territories into outdoor use spaces with special landscape treatment such as trellises, paving, low walls or planting edges.

■ Provide separate identifiable entries for each unit wherever possible with private control of that space clearly indicated by the layout.

■ Consider safety along primary circulation corridors between parking and entries. These routes should be well defined, well lit and visually accessible.

■ Where security is a concern, limit access into central open spaces to a few major entries and channel pedestrians past activity areas such as building manager's office, recreation facility or seating areas for casual surveillance.

- 1** PRIVATE ENTRY:
individual identity
formal entry
most private
- 2** BUILDING GROUP ENTRY:
building identity
semi-private
building gateway
interactions with neighbors

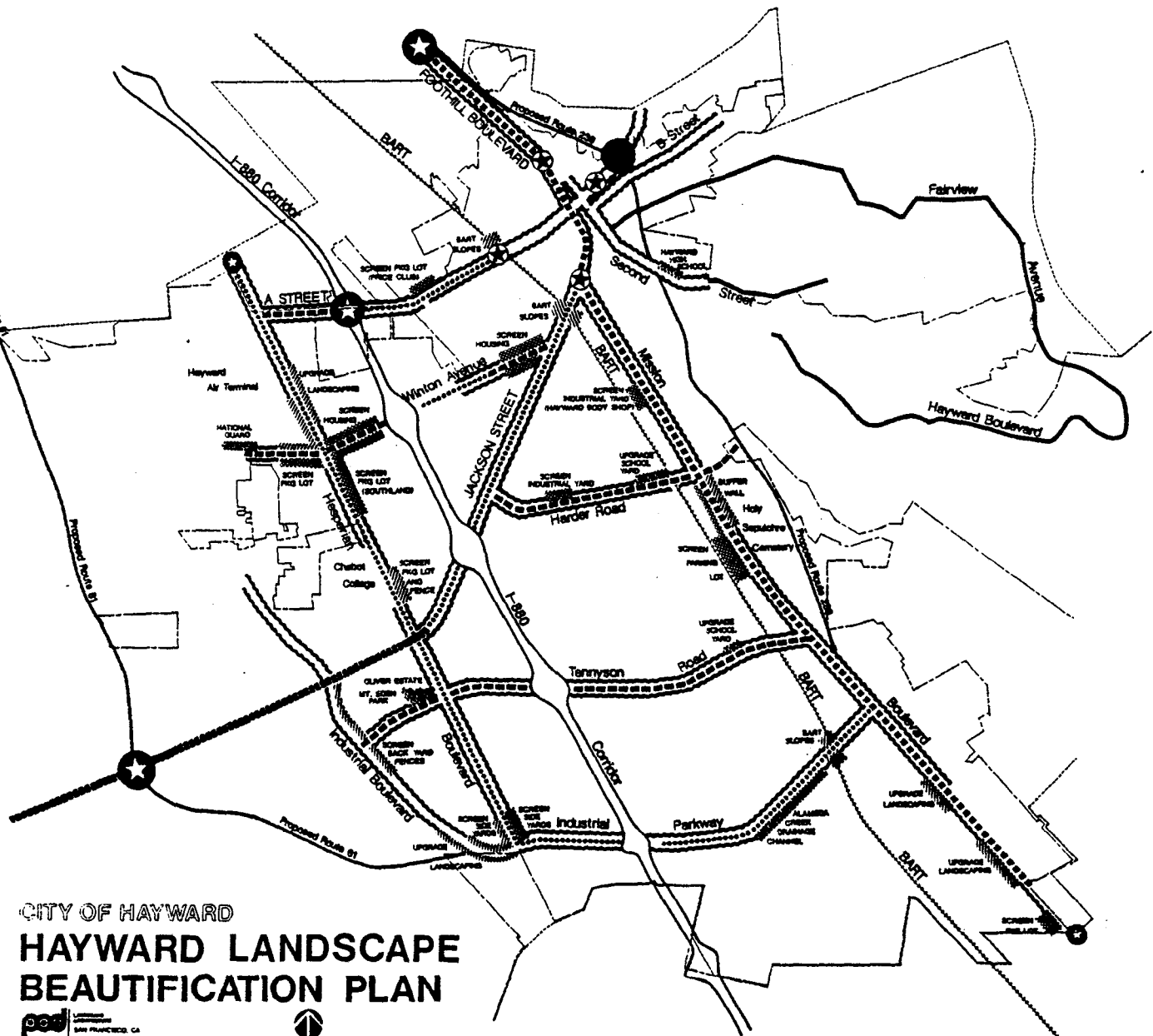


CIRCULATION: GENERAL CONSIDERATIONS

Streets and pathways are special corridors providing for movement of people and goods, but they are also very important to commerce, socializing, visual orientation and city image.

■ Developments linked by the street system should make their contribution to a harmonious streetscape, with adequate sidewalk space and landscaping. *The Hayward Landscape Beautification Plan* should be consulted for development along streets indicated below:

■ Developments located along potential urban pathways, bikeways or trails as shown in *Hayward General Policies Plan* or *Hayward Recreation and Park District Master Plan* should provide suitable linkages.



CIRCULATION: AUTO AND BUS ROUTES

New developments should contribute to a functional and cohesive streetscape with well designed driveway connections and appropriate street landscaping. Street design must also be sensitive to terrain, especially in the hills and at creek crossings. Views of the Hayward Hills, permanent open space, and other orienting features or landmarks such as All Saints Church must be considered in street layout and planting design.

- Extend existing street patterns for efficient circulation, avoiding offset intersections.
- Provide planter strips for street trees on residential collector and arterial streets, and tree wells on commercial collector and arterial streets.
- Design new streets to provide views of adjacent public open space. Open space visibility is essential to realize the value of these amenities and to maintain safety of park users.
- Accentuate creek crossings with attractive railings and narrowing of roadway where feasible by eliminating parking lane.
- Avoid single-loaded streets (development fronting on only one side) which increase paving and public maintenance costs except for single-family homes backing onto heavily traveled roads and park or open space frontage roads.
- Identify major auto entry points by special paving, lighting, signage, or landscaping.
- Maintain good visibility at street corners.

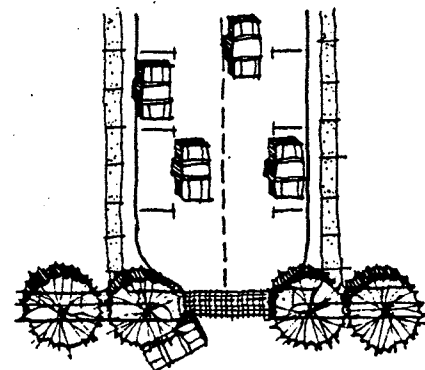
■ Restrict number of curb cuts to ease traffic and pedestrian flow on arterials and in commercial areas. Utilize alleys or shared driveways to service parking and deliveries. Do not allow loading areas to dominate street frontage.

■ Provide for access by emergency vehicles. If emergency access otherwise serves as pedestrian space, removable bollards spaced 36" apart for wheelchair access may be used to separate vehicular and pedestrian traffic. Required clearance for fire engines may combine driveway width with adjacent unobstructed sidewalk width.

■ Place bus shelters in highly visible locations near entrances to major employment centers, shopping centers and institutions. Provide turnouts at major destinations where appropriate.

■ Design bus shelters to complement style of the commercial development or residential area.

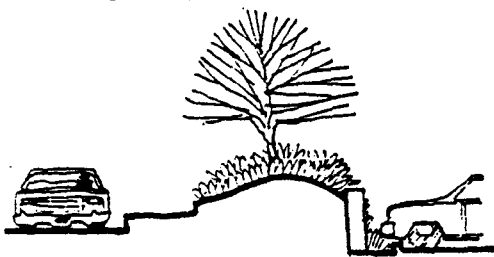
■ Consider use of special paving or crosswalks to alert drivers on heavily traveled streets. In pedestrian districts, consider reduction of roadway at selected corners to widen sidewalk, slow through traffic, and increase pedestrian amenity.



CIRCULATION: PARKING

Parking areas comprise a large amount of the urban open space. Parking should be easily located yet screened by architecture or landscaping to prevent auto storage spaces from becoming visually dominant features of the landscape. Zoning Performance Standards require a minimum of 10' of landscaping between parking lots and a public right-of-way.

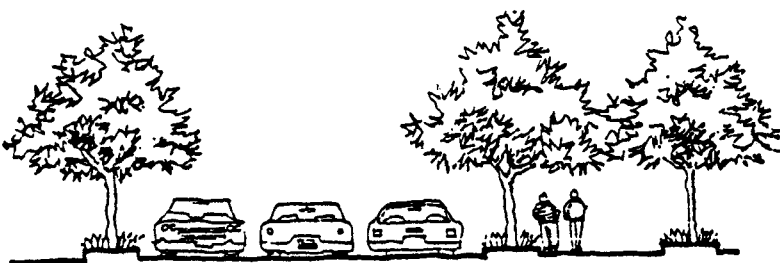
- Locate truck docking and loading areas to prevent interference with traffic. Utilize truck turning templates for design.



- Screen parking lots along streets by changes in grade, berms, walls, and/or planting. (Specifications are included in *Hayward Landscape Beautification Plan*.)

- Combine adjoining parking lots to minimize driveways on busy streets and gain parking efficiency. Reciprocal easements are suggested.

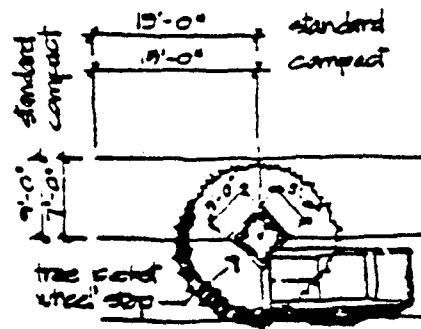
- Buffer adjoining outdoor use spaces with walls and planting.



- Minimize large expanses of paving by introducing plant materials, particularly shade trees. For small cutouts in paving, be certain to select deep-rooted species.

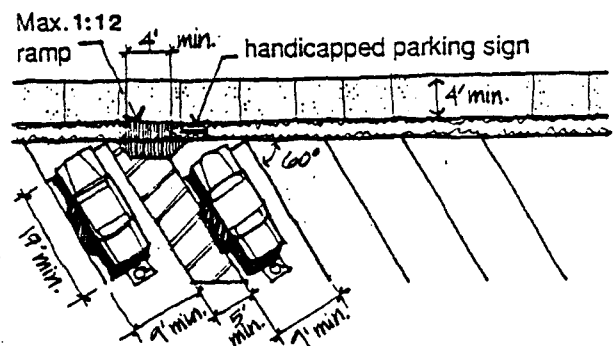
- Vary arrangement of required parking lot trees to relate to the configuration and style of building and/or to the characteristics of the trees selected, e.g., cluster to form "natural" glades or space evenly for an orchard row appearance.

- Consider 5' by 5' diamond tree cutout wheel stop at the center of four 90° opposed parking spaces to provide planting areas without reducing the number of parking stalls.



Stall length may be reduced by 2'-0" where car overhangs landscaping.

- Locate handicapped parking as close as possible to the primary entrance.



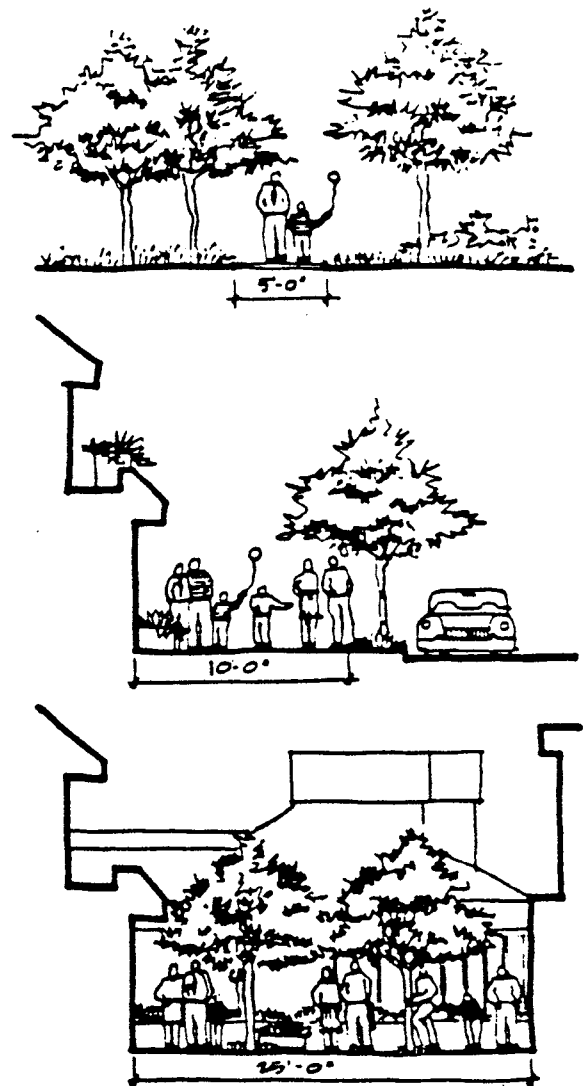
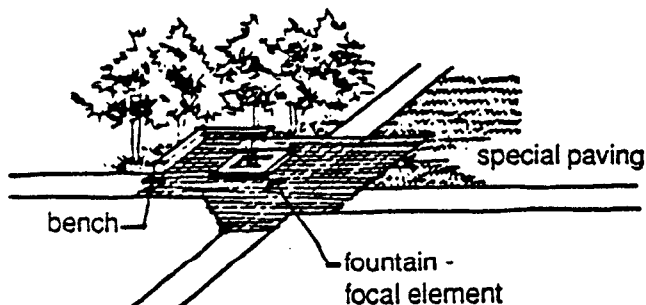
- Locate parking lots so there is some casual surveillance from the building it serves.

- Emphasize the pedestrian safety by providing pathways to move pedestrians to building entrances with ease. Consider crossing zones of special pavement to alert drivers.

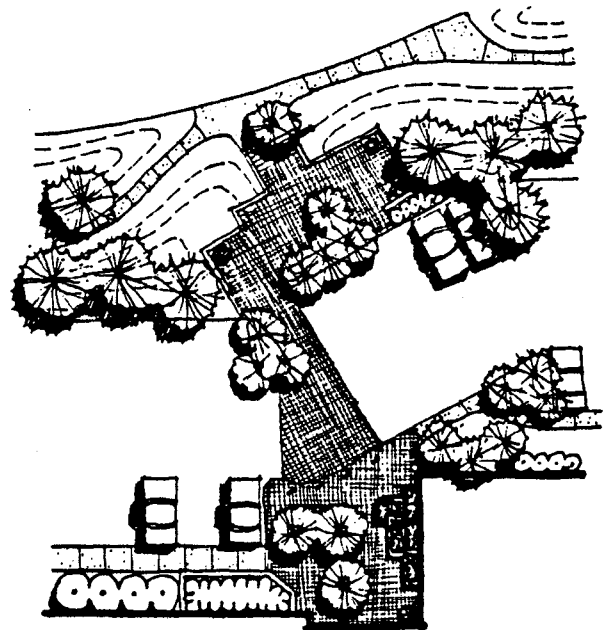
CIRCULATION: PEDESTRIAN WAYS

Pedestrian ways should be destination-oriented, separated from auto traffic, and tailored to the intended use of the path. The primary circulation route should be the widest and most direct.

- Separate pedestrians from heavy traffic with parked cars and street trees wherever feasible.
- Provide walkway from sidewalk to entrances; in large developments, call out walkways with decorative paving and landscaping.
- Design pedestrian pathways for short walking distances to transit stops, parks, shops and other walkable destinations.
- Provide access to creeks or other natural features such as view points where suitable for public enjoyment.
- Orient the pedestrian with vistas connecting to destinations.
- Develop a sequence of spaces in conjunction with the path. Avoid long stretches of sameness and overly large spaces, and provide points of visual interest such as a fountain or other focal feature where paths cross or special function occurs.



Path Width Corresponding to Use



CIRCULATION: BIKEWAYS

Bicycle use should be encouraged with the provision of safer bikeways and bicycle storage. Separation of car, bike and pedestrian circulation at the site planning stage of new development and connection to planned bike network is ideal.

■ Keep Class 1 bikeway opportunities open along the Bayland edge, along water channels A, B and D (per Alameda County Flood Control agreement), along the active fault traces, and along creeksides (i.e., Ward, Highland and San Lorenzo creeks). Provide bikeways or easements for future development as appropriate.

■ Consider wider sidewalks where designated for bikeway use on Winton Ave. from Santa Clara to Southland and on sections of Hesperian Blvd. (see *Hayward Bicycle Facilities Plan*).

■ Design bikeways to connect to transit station bike storage, shopping center bike racks, schools, colleges and parks.

■ Seek routes which minimize danger from auto traffic, i.e., Class 1 routes or streets with relatively low traffic volumes or few places for cars to back into route.

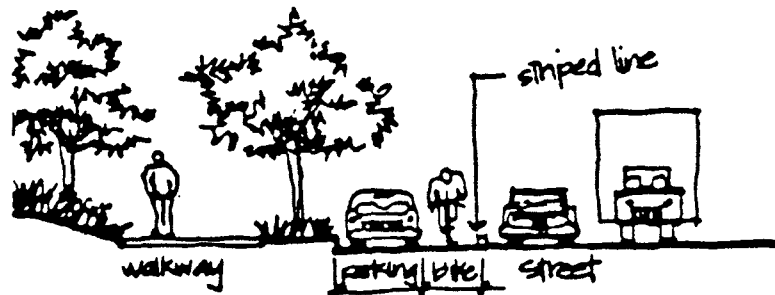
■ Allow a minimum width of 3' per lane with 2' clear on each side (8' for two-way), provide a gently curving alignment, and attempt to keep longitudinal slope to 2%. Long grades greater than 5% and side slopes over 2% should be avoided.

■ Locate bicycle racks in easily observable locations on commercial centers and in parks and near school and office entrances.

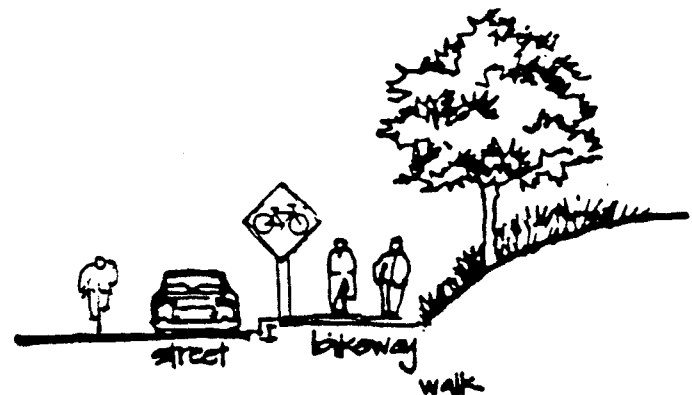
■ Consider provision of bike lockers or locked fenced bike storage for multifamily residential developments where bike storage is not incorporated in design of individual units.



Class I -
Completely separated
bikeway



Class II -
Semi-exclusive right-of-way
(on street)



Class III -
Shared right-of-way bicycle
route designated by signs or
stencils (shares car lane or
walkway)

ARCHITECTURAL DESIGN: GENERAL CONSIDERATIONS

These design guidelines emphasize compatibility of new construction with existing structures, natural features, and/or specific area plans. No building can be evaluated separately from its context - whether natural land forms or surrounding development. Individual buildings should fit well with existing or planned character of surroundings and should help form a coherent pattern of circulation and open space.

To achieve a comfortable scale, buildings can be organized as a complex of smaller buildings or parts connected by arcades, plazas and paths. At higher densities, a single building can be sculpted to provide identifiable parts. Nonetheless restraint must be exercised to avoid over-building the site.

ARCHITECTURAL DESIGN: HISTORICAL CONTENT

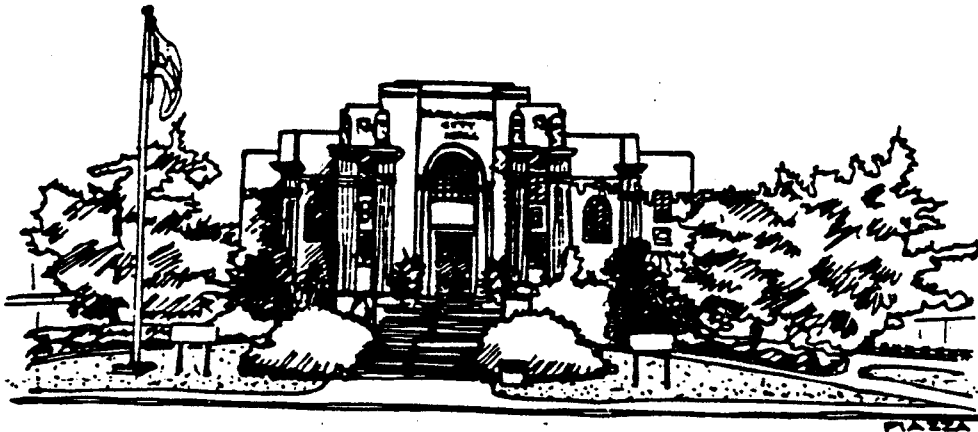
Buildings and places can be "historical" because of association with noted activities and people of the past, or simply because they recall valued periods in the past. Maintaining some of the architectural styles from early Hayward helps give the city a sense of perspective and continuity.

Preserving a historical sense of place is not limited to maintaining the architectural style of buildings. Cohesive urban form in the block and lot patterns, building massing and view corridors for significant buildings is also critical.

- Encourage preservation of historical buildings. Consider adaptive reuse such as using old homes for restaurants or offices, and canneries for workshops or sales.

- Design new buildings in areas of historical character to be compatible with that character in their use of materials, building orientation and building form. Oldest neighborhoods generally have parking in rear and raised porches in front.

- Design additions to Victorian or other historical buildings to be compatible with the design, concept and details of the original structure.



ARCHITECTURAL DESIGN: FORM

The form of a building should derive from the context, interior and exterior functions of the building; and the symbolic importance of the building and its components. All components should be integrated into an harmonious arrangement.

Scale is created by the size and proportion of all physical elements that comprise our environment in relationship to human physical dimensions, perception and comprehension. Large buildings can be designed to blend with smaller structures by breaking building into smaller components which relate to heights of adjacent buildings, by providing views into interior spaces, and by increased setback.

- Connect new buildings visually with the form of existing structures.
- Use colors, materials and a scale that are harmonious with nearby development.
- Increase setbacks for bulky structures from adjacent structures or pathways, except at major intersections where larger buildings may be appropriate.
- Break bulky buildings into components which are distinctive because of variations in height, color and texture, and relate to interior and exterior functions.

■ Design buildings with public significance such as transit stations and hospitals to have a distinctive profile and/or physical setting.

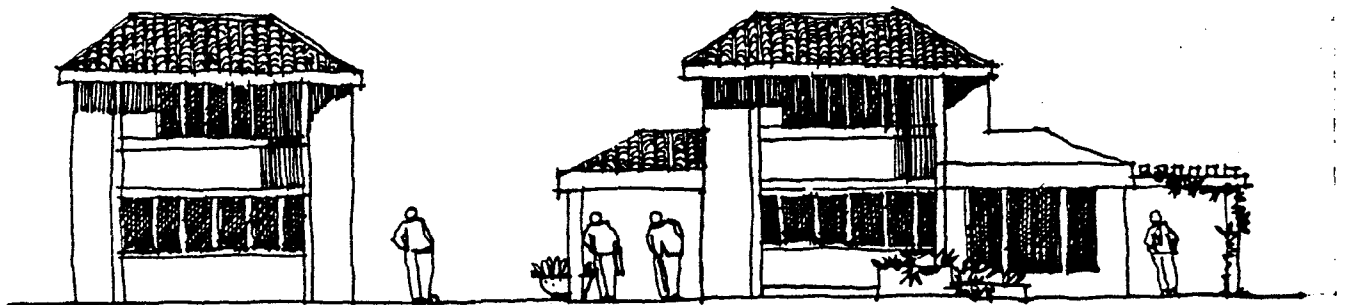
■ Incorporate all the exterior components of a structure - the chimney, the decks, the eaves, the windows - in the overall configuration and form of a building.

■ Give special attention to the architectural interest in pedestrian areas by using an articulated facade, sheltered pedestrian corridors and human scale detailing.

■ Give attention also to building appeal as viewed from the street by motorists.

■ Avoid structures which are isolated from the surrounding environment by parking lots. Tie the building to the ground with terraces, steps and planters.

■ Create outdoor use spaces which are partially enclosed by the building(s), defining the open space as a useful entity rather than leftover space.



Articulate the Facade to Relate
Architecture to Human Scale

ARCHITECTURAL DESIGN: FACADE/ELEVATION

Buildings should be designed with all exterior surfaces treated as a whole, and with utility areas incorporated unobtrusively. Building components, such as windows, doors, and eaves, should have good proportions and relationships to one another.

A building should have consistent character on all elevations. Surface treatment on front elevation only generally should be avoided.

Entries, storefronts, and housing units should be articulated in the shape of roofs and walls. Flat facades with little or no articulation detract from the aesthetic quality of neighborhoods and shopping areas.

■ Generally an offset of at least 30" is needed to break up building mass into components. Large buildings would require larger offsets to break up mass.

■ Avoid extensive blank walls in neighborhoods and activity centers. Create shadow relief and high shade and light contrast with recesses, bays, trellises or other features.

■ Feature building penetrations and projections which are compatible with those of adjacent structures in order to create a rhythm of shadow patterns for the streetscape. Wall surfaces of permanent structures should suggest quality and thickness.

■ Feature balconies as an integral part of the total design. Balconies recessed into the structure generally offer greater outdoor privacy and avoid a tacked-on look.

■ Feature windows by projecting or recessing them for added shadow interest on otherwise uninteresting facades.

■ Design development to be attractive from all visible sides by providing consistent architectural detail and landscaping and enclosure of unattractive elements like refuse containers.

■ Place transformers, utility meters, pipes, vents, air conditioners, and any other equipment to avoid detracting from the architecture and landscaping. Maintain accessibility for meter readers. (Transformers are to be underground in residential areas and are not to be in front yard setback in commercial areas if not underground.)

ARCHITECTURAL DESIGN: MATERIALS AND COLORS

The selection of exterior materials and colors should take into account the existing fabric of the surrounding community.

■ Wrap the materials used on buildings around outside corners to avoid a false facade appearance. Utilize materials for additions which relate to original building to avoid tacked-on appearance.

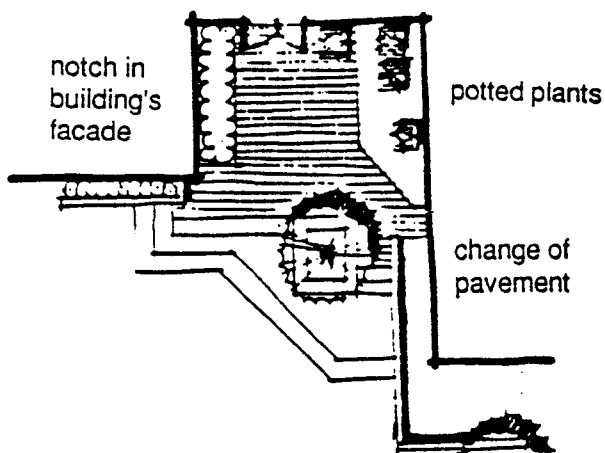
■ Select materials that are durable in order to avoid maintenance demands that may not be met. Tile roofs give an impression of permanent shelter, as well as texture and color. Avoid materials with a thin, flimsy appearance such as T1-11 plywood.

■ Select colors that are harmonious with surroundings and other building materials. Avoid harsh, glaring bright white or primary colors on large surfaces, including gas station canopies. Accent colors are encouraged to enliven commercial buildings.

ARCHITECTURAL DESIGN: ENTRIES AND AWNINGS

Entries function as a transition from the street or sidewalk to the building and are indicated by distinctive features. A change in grade or paving materials is frequently used along with a change of architectural scale. Overhead elements such as canopies or arbors can also be used to create "gateways".

- Locate the main entrance near the approach to the building so that it is visible as soon as the building itself is visible.



- Indicate the entry to a building by changes in the building footprint, elevation and volume, and in the landscaping.
- Avoid narrow or deeply recessed entries and entries hidden under exterior staircases.
- Consider awnings to provide shade from sun and protection from rain, to protect windows from excessive heat gain and glare, and to give a comfortable, human-scale to entrances. Awnings along a row of contiguous buildings should be related. A Fire Department permit is needed to check intervals for ladder access. Consider replacement/maintenance schedule of materials used in order to maintain awnings in attractive conditions.

ARCHITECTURAL DESIGN: ROOFS

The form of the roof should relate to the form of the building. It should enfold the structure or be integral to it, not sitting on top like a cap. The roof should not dominate the overall design of a building, but should be a significant feature in terms of creating a sense of shelter.

- Avoid "false" roofs, including partial mansards, which appear only on the upper portions of the exterior building walls and have no functional purposes. Mansard roofs must extend well in over the buildings and around the whole building to be satisfactory roof elements.
- Place the most dominant roof form over the most significant part of the building or complex. Roof form should help identify the main entrance of a large building.
- Respond to the general design of other roofs along the street. Avoid adding discordant roof shapes, pitches or materials unless building is appropriately a landmark.
- Continue roof lines around the building unless the building is of a historical architectural type that does not have this characteristic.
- Provide screening for mechanical and electrical equipment as an integral part of roof structure design.
- Make adequate provision for runoff.

ARCHITECTURAL DESIGN: SIGNAGE

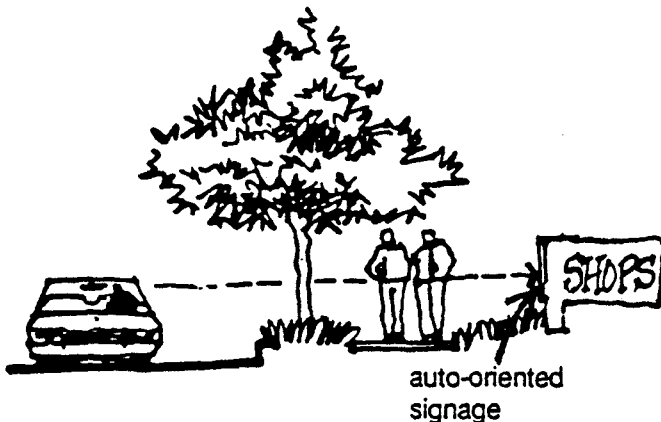
Signs should be employed to identify uses and to offer public information. Signs should be compatible with the adjacent surroundings appropriate to their circumstance, (i.e., motorist or pedestrian-oriented) and in conformance with the standards of the Sign Ordinance. Within those parameters individual and group expression is encouraged. The graphic flavor of the signs can then reflect the shopkeeper or merchandise or reinforce the identity of an area.

■ Indicate location and form of signs in building plans. Monument signs should relate to the materials and style of the building.

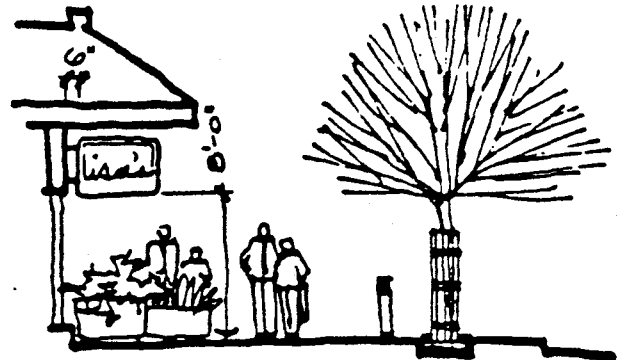
■ Keep signs simple; too many combinations of colors, type faces, and symbols can result in visual chaos. Signs are more legible if upper and lower case letters are combined and the image area does not exceed 40% of the total sign area.

■ Keep freestanding signs low, as high signs will be less visible because of street trees; if there are no parked cars, optimum height for viewing by motorists is very low.

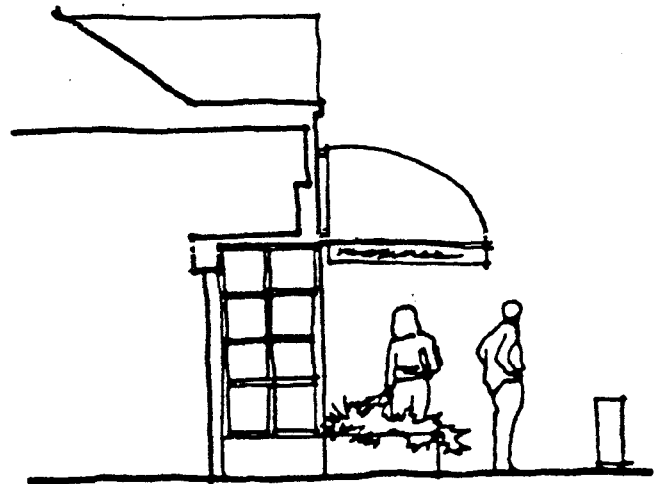
■ Identify multi-tenant developments by the name of the center and/or the address; listing tenants typically produces visual clutter illegible to passing motorists.



■ Keep projecting signs 8' above sidewalks and, if attached to a wall, mounted 6" minimum from face of building. Such signage is appropriate for pedestrian shopping areas.



■ Paint any awning signage on the awning itself. The awning's flap or end panels provide highly visible surfaces.



■ Draw attention to signs with attractive landscaping, eye level placement or placement on prominent building elements. Avoid pole installations. Preferred monument signs are low, horizontal signs with incised or raised lettering set off by flowers or lawn.

LANDSCAPE DESIGN: GENERAL CONSIDERATIONS

Landscaping is versatile. For conservation, landscaping serves to stabilize hills, to reduce runoff, and to retain open space character by blending in development. For climate control landscaping can be used to provide needed shade or wind break and to buffer noise, dust and glare. Aesthetically, landscaping can form attractive streetscapes, screen ugliness, add seasonal interest, and frame architecture. Functionally, landscaping defines spaces for outdoor use, circulation and entries. Psychologically, landscaping reduces stress and provides an inviting urban environment.

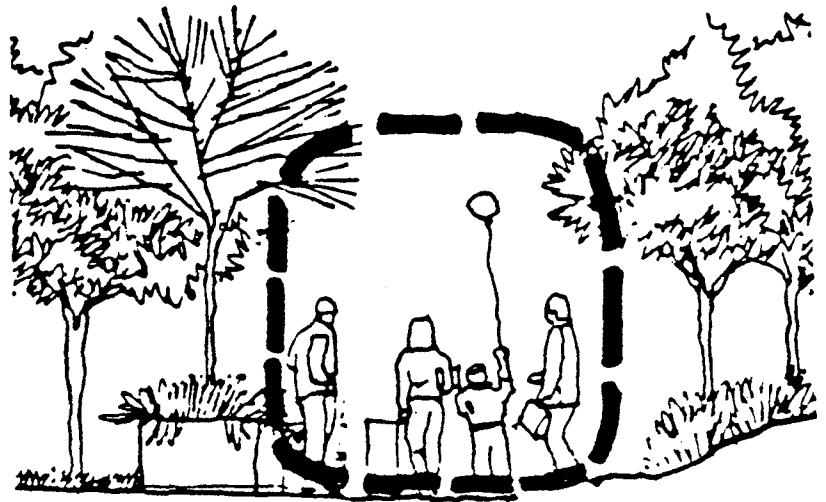
■ Use plant materials to define outdoor spaces such as the street edge or outdoor eating areas, or movement paths between parking area and building entry and to tie buildings into the landscape.

■ Plant street frontages with large specimen trees (24" box minimum) to match existing tree planting or streetscape plan.

■ Landscape around the full perimeter of the site adjacent to the property line where buffering of adjacent land use is necessary.

■ Screen parking areas, utility areas and retaining walls. Select forms, quantities and varieties of plant materials suitable to adequately cover areas.

■ Maintain a vertical clearance of 8'-6" over walks, bike-ways, and seating areas. Where truck access is necessary, the vertical clearance should be 13'-6".



■ Design landscaping used near entry/exit points and circulation routes to permit adequate sight distance for motorists and pedestrians entering or exiting the site.

■ Include an adequate sprinkler or irrigation system in landscape plans with fully automatic systems for commercial, industrial and residential projects. Design irrigation systems for deep root development, and water conservation by thorough, infrequent watering (see City Water-Efficient Landscape Ordinance).

■ Minimize use of materials such as crushed rock, redwood bark chips, pebbles and stone or masonry slabs in place of live plant materials. Live plant materials moderate the climate, improve air quality, provide seasonal interest and relieve hard urban forms.

LANDSCAPE DESIGN: PLANT SELECTION

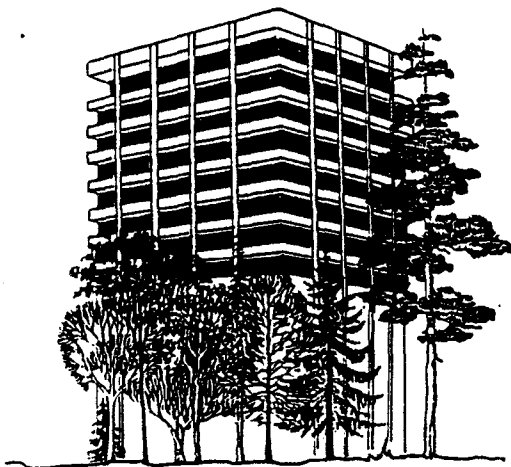
Selection of plant materials should be based on year-round interest (deciduous, color, spring flower, fruits, branching pattern) as well as form, texture, shape and ultimate growth. The plant materials should provide pleasing combinations of trees, shrubs and ground covers. Plants should be of a size that will produce the desired effect within a reasonable period of time.

■ Retain native vegetation and use drought-tolerant plants to reduce the demand for irrigation. (Consult Water Efficient Landscape Ordinance.)

■ Select plant species that are tolerant of site conditions and relatively free from pests and disease. Consider maintenance requirements

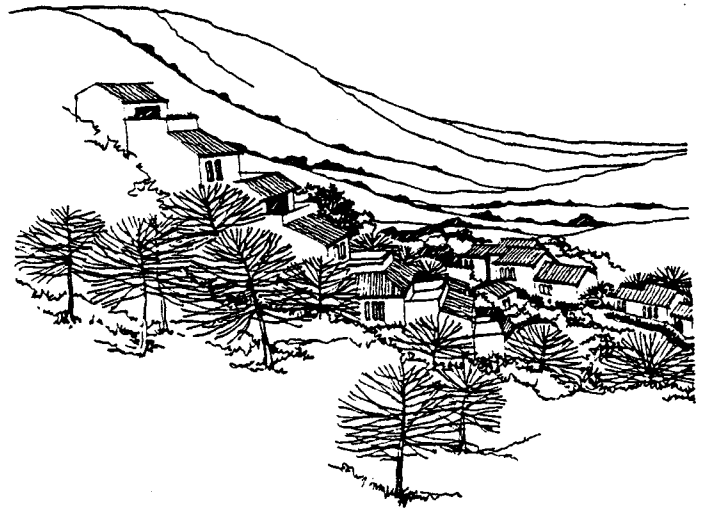
■ Select plants of the appropriate size for the intended use, maintaining clearance for doors, windows and walkways.

■ Avoid trees with aggressive roots near paving. Avoid placing plant materials near or over underground utilities if they have root systems that characteristically damage underground pipes.



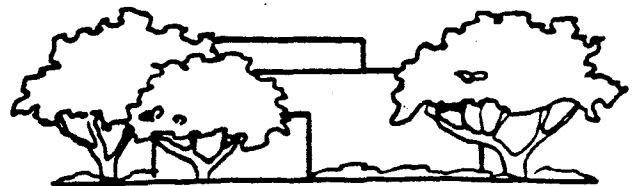
■ Select plants compatible with activity in area. Near walkways, parking lots or outdoor use areas avoid invasive plants, poisonous plants, or plants with thorns, sharp leaves, messy fruit drop or brittle branches.

■ Control erosion by planting fast-growing plants for quick soil coverage as well as slower-growing, longer-lived plants.



■ Choose plants that blend with existing natural areas. Partially screen development on prominent hillfaces with "natural" landscape patterns and fire-resistant plant materials. Plant riparian species along creeks and waterways.

■ Select plants that complement existing themes in the area and architectural design. Taller trees soften the lines of stark towers while spreading trees may complement low horizontal development.



LANDSCAPE DESIGN: WALLS AND FENCES

Walls fill a number of roles in the landscape. They serve to screen obnoxious visual elements and limit sonic intrusion. They retain slopes and provide safety from hazards or heights. Walls can create sheltered microclimates in windy areas and define territories, whether for a private residence or a neighborhood. They may also be an obnoxious visual element if they block significant views, provide a surface for graffiti, or are out of proportion to the project.

- Consider low walls to suggest spatial separation or definition of territory such as seating walls, generally 16" to 20" high, or planting walls.

- Provide 36" to 42" high walls or railing for safety from drops of more than 30".

- Allow for surveillance by police and emergency access when planning security fences and gates. Use wrought iron or cast iron fences and gates in prominent locations instead of chain link.

- Provide a 6'-8' masonry wall and landscape buffer for noise attenuation and visual screening, e.g., where commercial loading or parking areas abut residential use.



- Where significant views would be blocked or pedestrian routes cut off, limit use of sound and privacy walls. Utilize berms greater setbacks, enclosure of limited outdoor space adjoining building and plantings to provide privacy while preserving views and pedestrian options.

- Provide a 10-foot-wide landscaped area in front of walls abutting a public street.

- Reduce the perceived scale of high walls with planters, benches or berms. Consider a series of lower walls and/or riprap as an alternative to a single overbearing retaining wall. (Retaining wall height is limited to 6' by Zoning Ordinance.)

- Avoid long monotonous walls. Vary the height, elements and alignment of the wall; include gates or other penetrations; repeat modular patterns along the length of a wall.

- Provide textured surfaces for walls subject to graffiti or special surface for easy graffiti removal.

- Seek to use berms, setbacks or placement of less noise sensitive uses as buffers rather than sound walls to mitigate noise.

- Design walls to complement adjoining architecture in materials, detail and proportion.

- Modify chain link fencing where its appearance is objectionable. Color coat fence dark green or black where transparency is desired for views of open space. Where screening is desired, vines can transform the fence into a green wall.

LANDSCAPE DESIGN: LIGHTING

Night lighting has several functions in addition to contributing to safety and security for drivers and pedestrians. It can be used to identify important civic buildings; it can be used to convey a private image for commercial or residential developments; and it can be used to increase the use of public places at night.

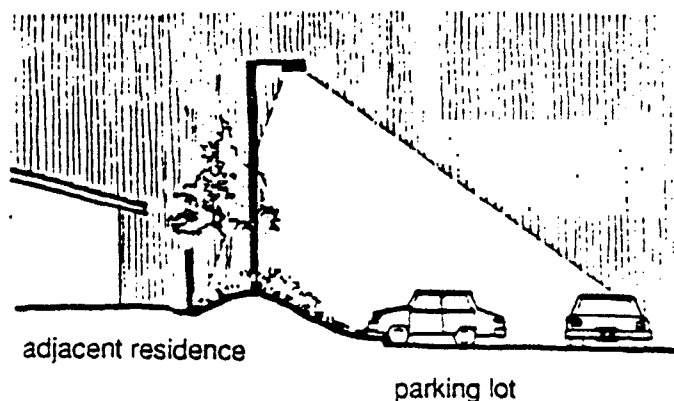
Diffused lighting, the creation of a bath of soft, shadowless light, may be attained by mounting floodlamps high in trees or on building walls. Such illumination can have application in park and plaza lighting.

Architectural lighting can be used to accent special features such as towers, cornices or columns. Spots can also be used to silhouette attractive tree forms. Night lighting must be selective to be effective and not create a nuisance for residences.

- Light premise identification for rapid emergency response and minimal confusion of visitors.

- Minimize impact of site lighting by use of downlighting and controlled sign lighting.

- Shield lights on urban streets for privacy in upper story residences. Lower level lights can be hung on street light poles for sidewalk illumination.



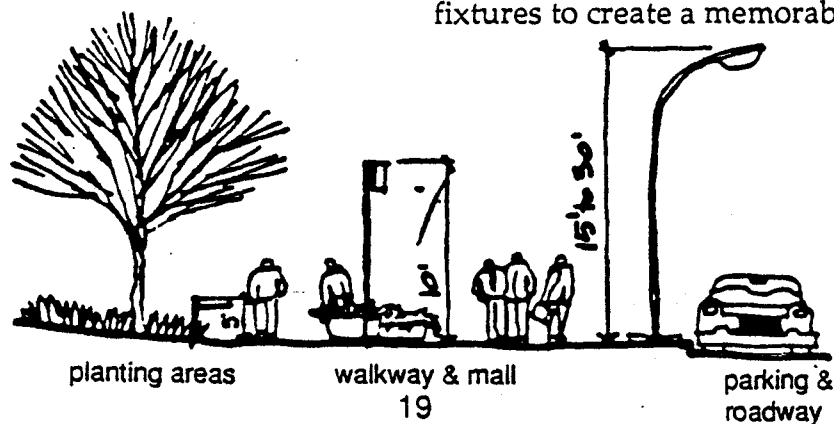
- Provide parking lot lighting for both driver safety and pedestrian security. Fixtures should have shielding to prevent spill-over of light into adjacent residential areas and be placed to avoid blockage by trees. Entry and exit points to development off roadways should be well lit. Height of light poles should generally not exceed height of main building.

- Keep walkway lighting at a pedestrian scale with mounting height 10'-12' or less.

- Utilize lighting along walkways to illuminate changes in grade, path intersections, and destination points such as seating areas and building entries.

- Place fixtures closer together in areas where security is a problem, so that light patterns overlap.

- Coordinate architecture, light fixtures and site furniture design. Use distinctive light fixtures to create a memorable image.



LANDSCAPE DESIGN: SITE FURNISHING

SURFACING

Surfacing materials strongly influence the usability and comfort of a space as well as its aesthetic quality. Textural qualities of modular paving materials can scale down large spaces; distinctive paving can direct or orient uses, and color variations in pavement can enliven and distinguish outdoor use spaces.

ARBORS

Arbors can be used to keynote entries to buildings and spaces or act as gateways to large developments. They can provide protection from sun or rain, define a special area, provide privacy from overlooking units, and soften paved surfaces with shadow patterns and overhanging plants.

TRASH RECEPTACLES

Trash receptacles should be durable, covered and placed where they are visible and most likely to be needed, but not so they are obtrusive.

SEATING

Benches should be provided in places where people might want or need to spend time. They should not be located where they would obstruct pedestrian movement. Back support and arm rests provide more comfort for adults and the elderly, and are essential to many disabled individuals.

■ Provide benches at bus stops to encourage employee and customer use of transit.

■ Set back seating a minimum of 24" from walks in order to avoid interrupting adjacent pedestrian traffic.

TELEPHONES

Public phones are essential to many people. Plan telephones as part of the building rather than a separate structure. They should be covered and shielded from major street noise, yet visible. Adequate lighting should be provided in the telephone area for nighttime use. A shelf is needed to free hands for dialing and depositing coins.

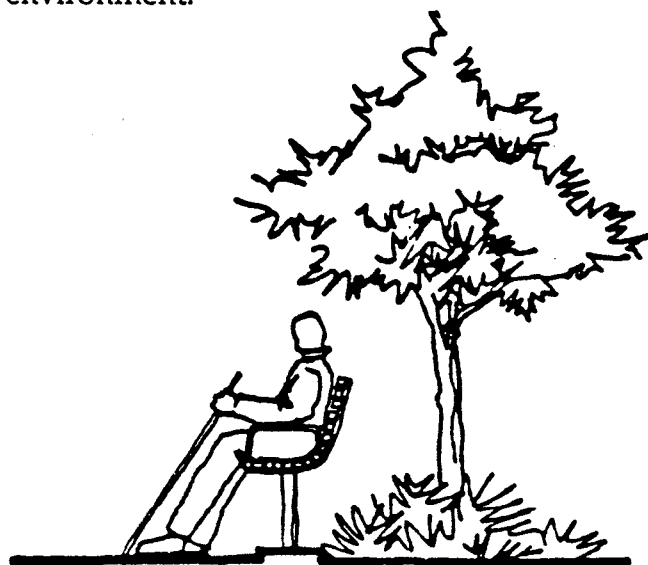
URBAN AMENITIES

Tree Guards and Grates create a desirable urban ambiance. Tree guards provide trunk protection to young trees, and grates allow water infiltration and oxygen exchange. They should be selected to accommodate tree growth.

Newspaper Racks should be consolidated.

Pots and Planters can offer seasonal display and keynote special features, such as entries.

Public Art (such as sculpture, fountains and tile work) in heavily used spaces is strongly encouraged to give unique character to the space, to provide meeting places and orientation points, and to build a stimulating urban environment.



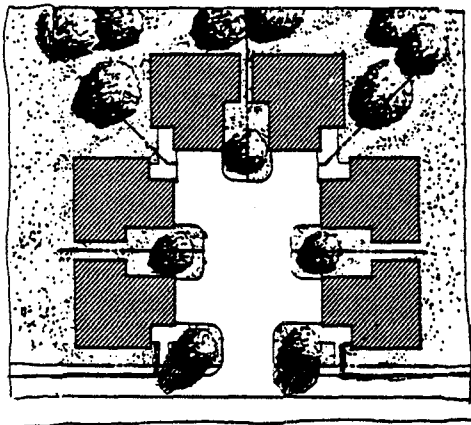
RESIDENTIAL: GENERAL CONSIDERATIONS

Residences are the most personal of spaces to be designed.

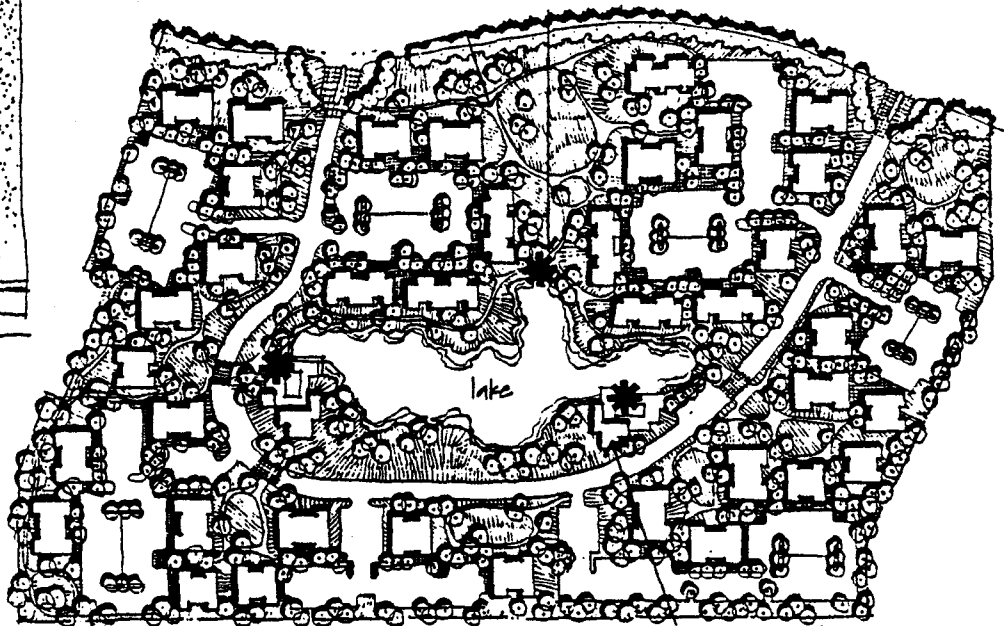
Because people's preferences, needs and financial capabilities vary widely, it is generally desirable to offer a wide range of housing choices in order to accommodate the City's residents in the most satisfactory ways. New housing should support Hayward's expressed policy of encouraging long term residency. It should add to the attractiveness of the area where it is located and provide a residential setting that will remain desirable for the type of resident it is designed for - families or singles; residents seeking transit and shop accessibility or residents seeking a natural setting; people for whom home is an escape or people for whom home is a business location.

Because the remaining sites for housing in Hayward are not always configured for standard parcelization or unit arrangement, the best development pattern may be unique to the site. These Design Guidelines cannot suggest all possible housing arrangements but do provide general design principles for developments which respond to the site (eg., provide transitions to adjoining development, feature usable or natural open space, provide solar access, etc.) As the orientation of housing affects the extent to which residents see themselves as part of a neighborhood and citizens of Hayward, the connection development makes to the public realm of streets and parks is critical.

Illustrations below begin to suggest the range of housing configurations which may respond to particular locations and resident preferences.



Courtyard housing possibility for infill development of two "ranchette" lots.



Large apartment complex with central focus and multiple recreation facilities.

RESIDENTIAL: SINGLE-FAMILY DETACHED

Subdivision Pattern:

The layout of new subdivision is important to the livability, serviceability and contribution to the overall attractiveness of the city.

- Design new street patterns and classifications to be continuous with existing adjacent patterns and appropriate to the site terrain. Avoid enclaves which discourage transit, pedestrian and bike travel. Provide for short walking distances to bus stops, schools and shops and collector streets suitable for bus service.

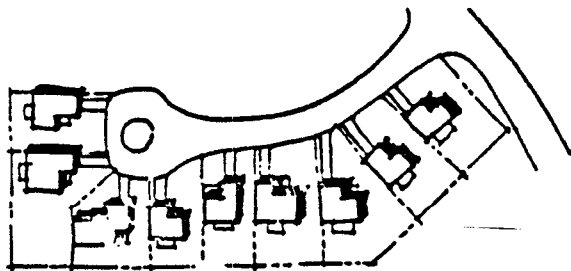
- Minimize curb cuts on busier streets. Consider alley access to parking or shared driveways with turnaround on site.

- Provide access to and views of existing parks and creeks. Save natural features of a site by varying lot sizes and shapes, and cluster development to preserve valuable open space.

- Do not create negative view corridors, such as a street ending at a blank wall.

- Consider zero-lot-line and other non-standard lots to provide more private open space and solar access on small lots.

- Avoid flag lots which do not allow for orientation to a public street.



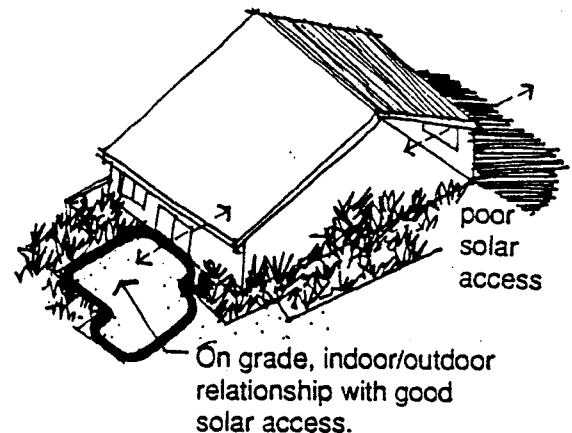
Parking:

The City generally expects two covered parking spaces (except for homes built before 1959 with a single-car garage) plus two driveway apron parking spaces plus one on-street guest space per house. Central areas with pedestrian access to transit and shops may not need so much pavement.

- Locate driveways to allow on-street parking spaces on streets with parking lanes.

- Limit garage to less than 50% of structure frontage in order to maintain living spaces overlooking street.

- Consider alley access to parking, use of tandem parking or shared driveways, especially in central neighborhoods, to avoid excessive paving of frontage and loss of windows overlooking street.



Open Space:

In Hayward's excellent climate, outdoor space should be designed as part of daily living space. Detached housing should make good use of its outdoor access.

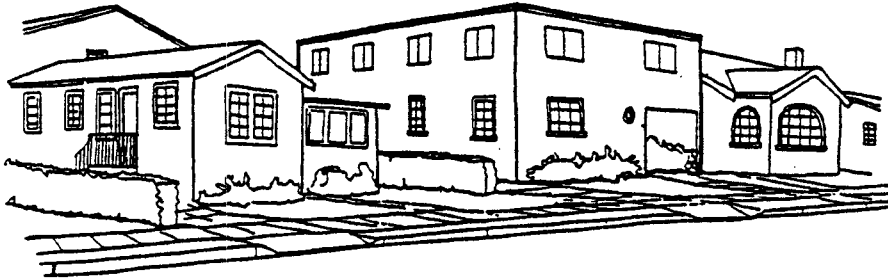
- Orient primary outdoor use area for good solar access.

Architecture:

Architecture should respond to the characteristics of the site and adjoining homes to create a harmonious look for the area. The individuality possible in lower density development should also be expressed with variety of compatible forms, layouts and materials.



Addition of second story with one-story transitional front elevation relates to surrounding.



Addition without one-story transitional element, related roof line and consistent architectural detail is to be avoided.

■ Avoid unrelated bulk and height in the placement of one- and two-story structures. One-story transitional elements should be included where second stories are being added in predominantly single-story neighborhoods.

■ Avoid locating identical units adjacent to one another. Several floor plans and elevations should be used in large developments.

■ Alternate roof lines and change direction to create a sculptural interest while maintaining compatibility of roof forms.

■ Feature entries and windows; bay windows are allowed to extend into front setbacks. Entry and house number should be clearly visible from the street.

■ Maintain privacy of adjacent homes by sensitive window placement. Avoid placing windows directly opposite each other in side yards, especially projecting bay windows.

■ Take advantage of good views and natural light for living areas.

■ Provide for visibility of street from a living area in order to maintain the social functions of the street (which include informal surveillance preventing crime).

RESIDENTIAL: ATTACHED, MEDIUM DENSITY

New attached medium density residential housing typically takes the form of garden apartments, townhouses or duplexes. In Hayward medium density housing has a minimum lot area of 2,500 square feet per unit, not including streets.

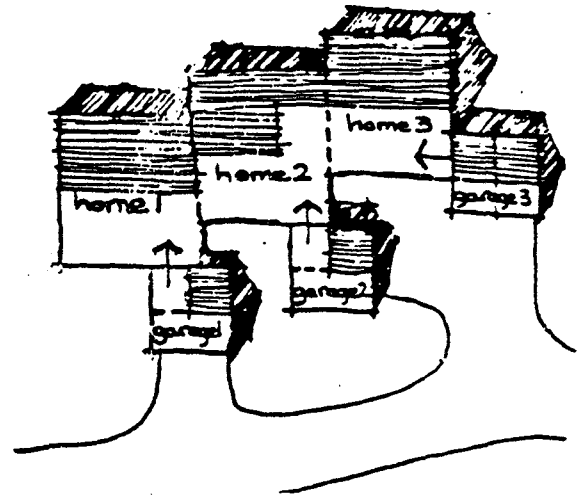
Maintenance of individual identity of units and the treatment of parking are important. As densities increase, care should be taken so that car uses do not dominate the site or the front elevations at the expense of the social functions of the street, aesthetics or open space. Landscaping along the street is very important to the visual appeal of the development.

Parking

Where possible, parking should be located where it is unobtrusive and does not isolate the project. Unless the adjacent uses are considered incompatible with residential uses, the extent of perimeter parking drives should be minimized. Decorative paving, landscaping and curved alignments for driveways make them more pleasing.

- Adjust the form of parking and homes so as to create centrally located usable open space and to have entries or living spaces overlooking street space. Parking should not dominate street frontage. Windows and entries should be featured rather than garage doors.

- Utilize sloping land for drive-under parking or split-entry adaptation in order to maximize open space and views.



- Minimize width of driveway cut to allow more continuous landscaping along street. Consider views that driveways open up; do not terminate long view with blank wall or line drive with long, flat rows of garage doors.

- Break up parking areas into small lots or garages to keep a residential neighborhood character.

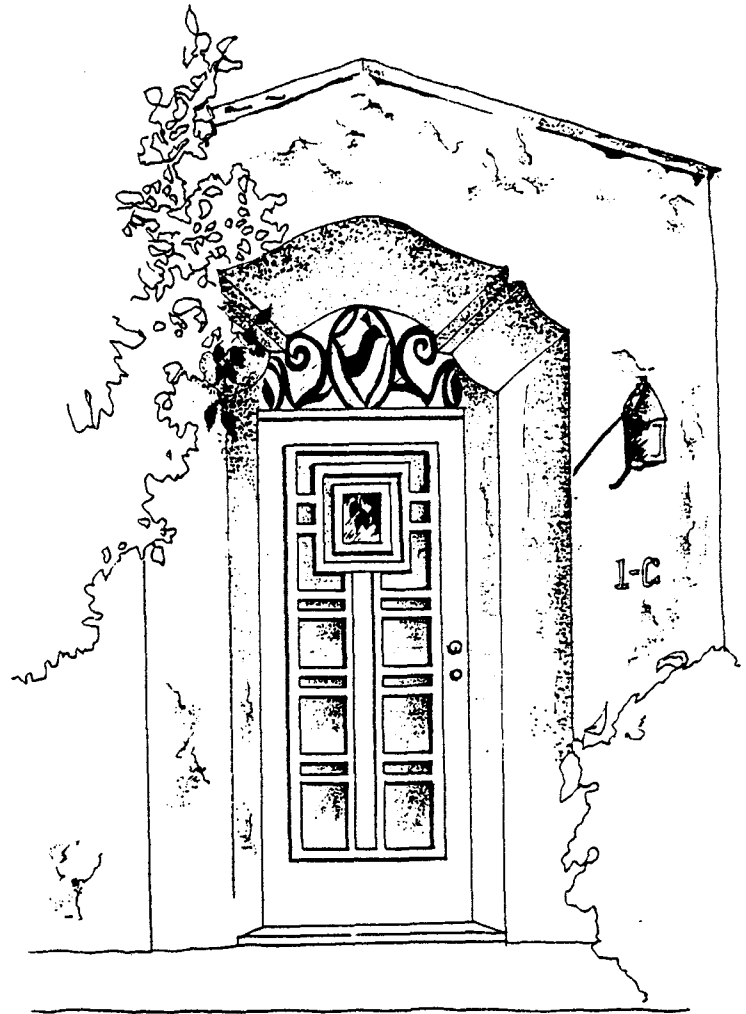
- Separate surface parking from dwelling units with landscaping.

- Limit percentage of the total site area paved for street, parking drives, parking courts, or access roads to approximately 25% (not including parking located beneath dwelling units).

Architecture

Generally, continuity in the style of all structures within a project, including housing units, parking structures, recreation facilities, and entry features, creates a sense of community and harmony. In some areas a variety of architectural styles within a large project may help it blend with neighborhood architectural themes. The amenity of the individual units should also be carefully designed.

- Generally utilize a consistent design theme with compatible materials and colors. Special durable details which relate to the design theme give character to the development.
- Utilize a design theme that is suited to surrounding topography or neighborhood.
- Articulate individual units in multifamily structures; avoid large, flat wall surfaces, and long continuous roof lines.
- Create individual entrances by recesses, landscaping or architectural detail.
- Maintain privacy of individual units. Facing living room windows should generally be at least 35' apart to provide at least one view window. Avoid second-floor views into adjoining ground-level patios. Besides visual contact, privacy requires control over noises, lights and odors.
- Place wall extensions, windows, doors and roof treatments such as arbors or trellises so as to visually expand inside rooms out to decks or patios.



Common Open Space

The common open space system connects unit entrance spaces with outdoor use areas, and the city beyond. The configuration and size of open space should respond to the site (mature trees, topography...) and the number of units served. Group open space may be waived in small developments that provide superior private open space.

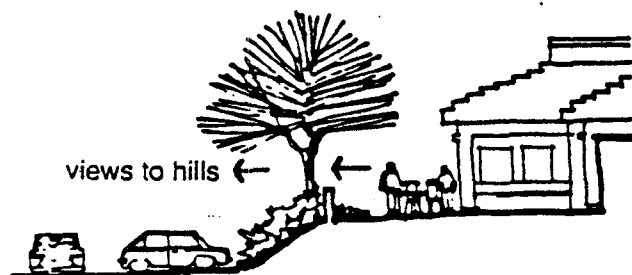
- Create group open spaces that visually link the individual buildings making up the cluster, that serve uses like children's play and barbecue areas, and that have good solar access and protection from wind and noise.

- Screen trash areas from ground level view as well as from over-looking views. Vine-covered trellises are appropriate if trash enclosure is at least 10' from building (for fire safety). Provide adequate storage space for recyclable materials.

- Provide pleasurable pedestrian ways oriented towards community facilities such as transit stops, shops or schools.

- Site tot lots in visible areas and provide a soft surface.

- Design open space around any natural features such as mature trees, rock outcroppings and creeks to give character to the landscape. Naturalistic landscaping with curving pathways, water features and informal planting arrangements is generally appealing.



Private Open Space

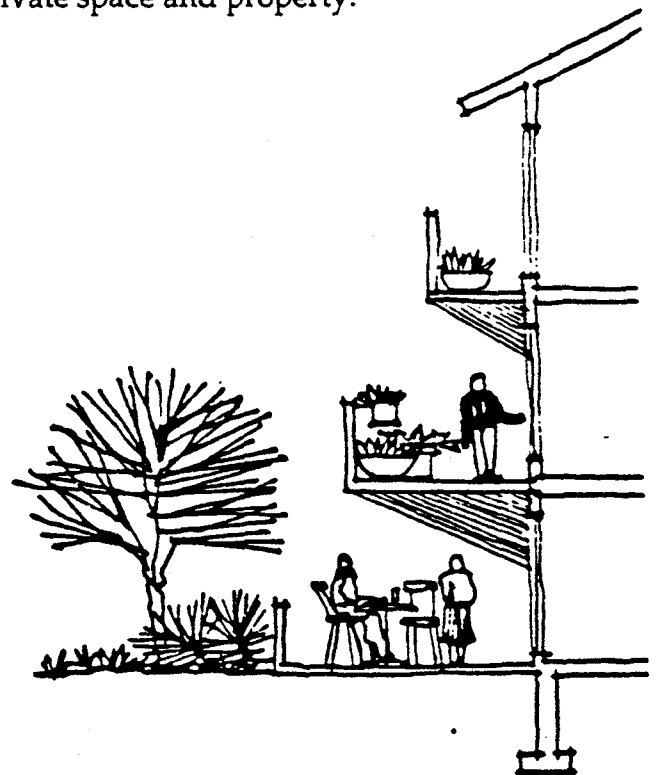
- Seek to permit views to adjacent open space. For example, a low fence, permitting a seated person to look through or over, coupled with a 3' to 5' grade change, achieves secure results.

- Locate intense use common open space away from private open space. Buffer private open space from any adjoining parking areas with fencing and landscaping.

- Design decks carefully as they affect the light admitted to lower levels of building and neighbors' privacy. Avoid placing decks within 15' of a property line that abuts other residences.

- Integrate decks in the design of the building with cantilevered support and partial recess.

- Provide solid railing sections facing major streets to deflect noise and to screen private space and property.



RESIDENTIAL: INFILL MULTIFAMILY

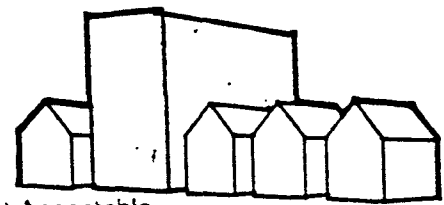
New development which is less than about a block in size (3 acres) and occurring in a developed area is considered "infill" unless there is a plan for redevelopment. Infill development should be related to the best features of surrounding neighborhood and be particularly sensitive to adjacent development when it is of greater intensity or scale than existing development. There should be no abrupt changes in height or mass, specifically, no multifamily structure at minimum setback should be over two stories where immediately adjacent to a single-family home of lesser height. Scale and rhythm of existing development should be maintained.

■ Consider privacy of neighbors. If feasible, new upper level units should not overlook or shade the primary outdoor spaces of existing dwellings. Trash enclosures, entries to large parking areas and active recreation areas should be located away from adjacent houses.

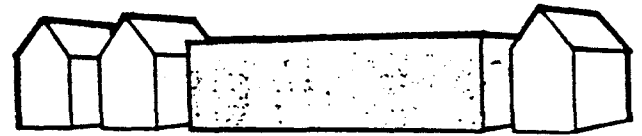
■ Maintain continuity of street frontages with related roof lines, entries, materials and landscaping.

■ Maintain equal or greater street setbacks. Taller, bulkier buildings should be set back further. Location and stories of buildings on adjacent parcels should be included in plans submitted.

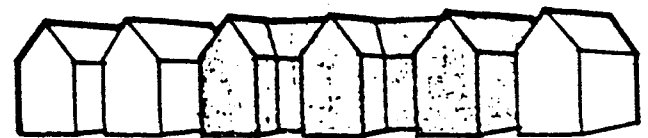
■ Encourage joint development of neighboring properties to minimize driveways, to provide for better emergency access, and to provide better sites for housing and open space where such development will not detract from historic character of neighborhood. Deep narrow lots must be combined to get the maximum density allowed under the zoning classification.



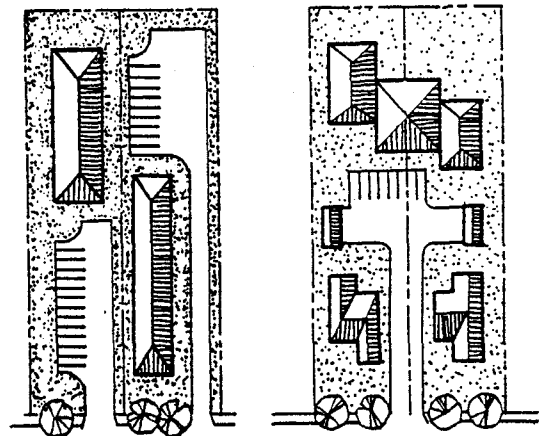
Not Acceptable



Not Acceptable



Acceptable Infill



Poor
open
space
and
relation
to street.

Better
open space
and relation
to street
with shared
driveway
or alley
access.

RESIDENTIAL : MULTIFAMILY INFILL/ REMODELS

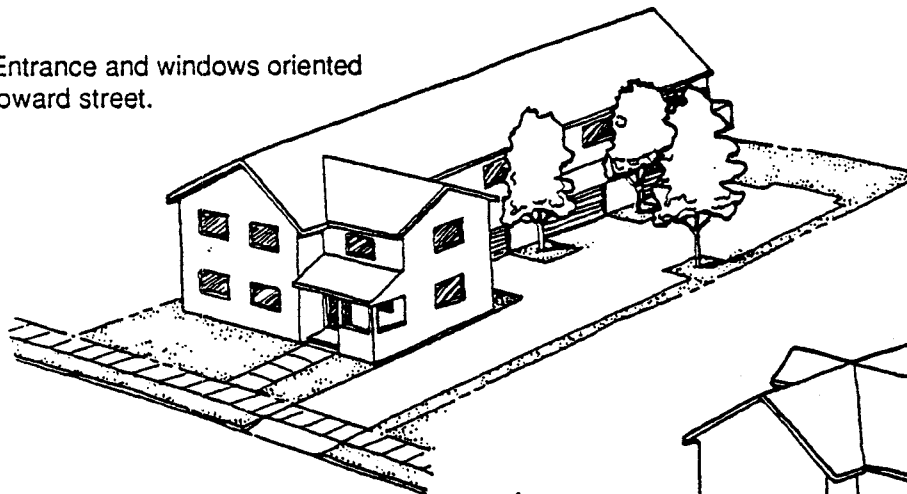
■ Maintain a neighborly pattern of front doors and living area windows towards the street, with the building screening parking areas in the rear. Front yard may be defined as an outdoor use area with a low hedge, seating walls or other landscaping that retains a filtered view of the street.

■ Make auto circulation area into a pleasant courtyard for multiple use by landscaping unused backup areas, utilizing attractive pavement and providing recreational amenities.

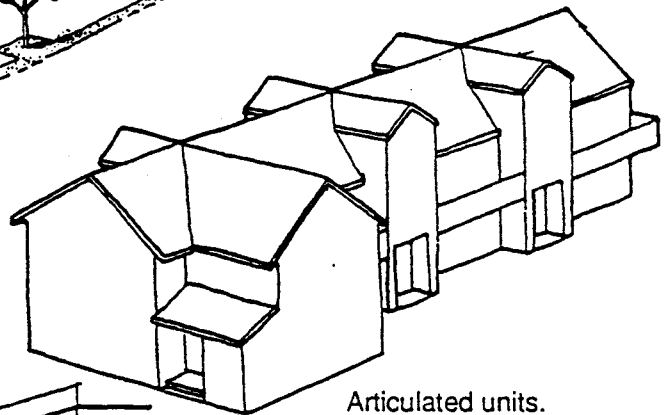
■ Articulate individual dwelling units with entry and roof forms.

■ Consider combining some units to form larger units. In addition to the amenity of more spacious units, lessened parking requirements would allow more open space, creating more desirable units for long term residency.

Entrance and windows oriented toward street.



Enhanced driveway/
courtyard.



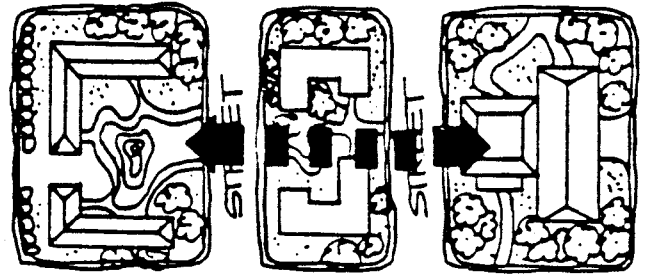
Articulated units.

RESIDENTIAL: HIGH DENSITY

High density residential development should be designed for compatibility of scale with surrounding uses and livability. Large buildings can be designed to blend with smaller structures by reducing bulkiness into smaller components, by providing visual penetrations to interior spaces and courts, and by use of overhangs, indentations, arches, etc.

High density housing is to be typically part of an activity center or located on a major transit route with nearby shopping. The design of residences in an activity center should have a distinctly urban character, contributing to a lively pedestrian orientation.

- Maximize continuous street frontages with distinctive pedestrian oriented entries.
- Create vistas with building configuration and link to pedestrian network. Views into project open space help connect the project with the rest of the city and add interest to the streetscape.
- Consider awnings or overhangs to shelter pedestrian space on principal paths.
- Choose amenities appropriate to potential residents. Older residents may be drawn by the convenience of easily accessible stores, restaurants and medical facilities; attractive outdoor seating areas, security features and elevators may be important amenities. Developments likely to have children should provide outdoor play space and consider incorporation of child care facility. Party rooms, pools, spas, exercise facilities are appropriate to large developments.
- For mixed use development, provide distinctive entries for each use. Different hours of use and separate management should be anticipated.



Residential Courtyards
and View Axes

Open Space

Common open space should be designed as centrally located outdoor use area. Open space that is the result of setback requirements serves little usable purpose without screening or other definition of space. Decks and balconies provide relatively private, desirable areas for outdoor activity and relaxation if well located and designed.

- Vary private open space to suit unit location and to provide variety, with some larger and some more enclosed.
- Develop interior courtyards sheltered from traffic noise. Avoid paved court configurations that sustain echoes.
- Tie open space of podium level (over parking garage) to ground or street level. An inviting and interesting stairway, varying in width and oriented to positive views, can effectively link the podium open space to the street open space.
- Break up expanse of podium open space with berming, planters, walks and overhead elements such as arbors, awnings and trees.
- Mitigate noise and wind problems; consider safety glass screen to retain views.

Architecture

High density housing involves greater separation from the ground level. The hallway or corridor space should receive special design attention because it is used to access each home. Because homes are normally bounded on two sides by adjacent units and hallway, or a landing on a third side, the amount of exterior wall that may be utilized for windows and ventilation is reduced and needs artful articulation with bays, alcoves, corners and setbacks. Access to open space and maintenance of privacy and security also need careful design attention.

- Avoid long monotonous facades. They result in relatively unusable open space and create a negative community image. Step structures and vary heights to reduce bulk and give individuality.
- Do not provide access via common exterior corridors which border on unit windows.
- Seek to articulate individual living units and to create individual entrances by recesses, landscaping or architectural detail.
- Reduce the number of homes being served by a given section of hall or stairway; seek to vary hall widths at entries or stair vestibules.

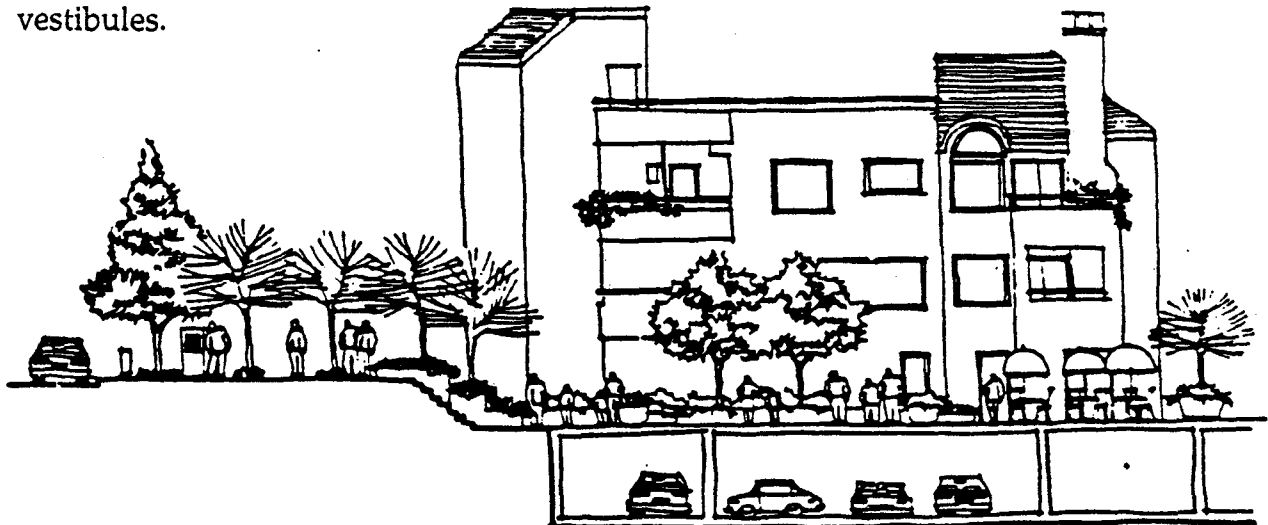
■ Seek to stagger or offset decks above part of the living areas of the units below so that natural light and views are not obstructed. Building offsets integrate decks and balconies with buildings and provide a greater sense of privacy and security.

■ Incorporate good solar orientation and views wherever possible; protect from prevailing winds.

Parking

Below grade parking facilities are appropriate for high density residential development to minimize separation from shops and transit by massive parking lots. Parking structures must provide clear entries, exits and circulation patterns as well as visitor/delivery space.

- Locate elevators and stairs in the most convenient and least obstructed area of the parking floors, preferably external to the structure. For security reasons the stairs should provide for visibility from outside.
- Provide for easy circulation between the building and the ground. Avoid structures over parking which are isolated from the surrounding environment by partially or fully depressing parking garage.



COMMERCIAL: GENERAL CONSIDERATIONS

Commercial development, strung along the city's main thoroughfares, is a highly visible part of the city. It should contribute to the legible, attractive pattern by respecting district character, landmarks, and views.

1. *District character*

Where there is an established theme or historic pattern in the area, new development should be designed to fit with the theme or historic pattern in order to build a cohesive district character.

a. Arterials approaching downtown - Mission Blvd., Foothill Blvd., Jackson St., and "A" St. - generally have a pedestrian orientation with shop fronts next to the sidewalk; infill development which follows the **sidewalk commercial** pattern builds a more unified appearance and supports greater use of walking, transit and mixed use development. Appealing architecture of pedestrian scale is essential.

b. Other arterials such as Harder Rd., Industrial Parkway and Hesperian Blvd. have a landscaped boulevard appearance on extensive sections. Landscaped setbacks complement their features which include hill view (Harder Rd.), bayland view (Industrial Parkway), and Victorian estates (Hesperian Blvd.). Maintaining green frontages along those arterials reinforces an attractive **suburban commercial** pattern. Landscaping should be a prominent, cohesive element.

c. Architectural themes have been chosen by some neighborhoods in the neighborhood planning process or may be derived from history of the area or preferred recent development. Incorporation of preferred architectural features builds an identity for **neighborhood shopping centers**. Generic designs of franchises are discouraged.

2. *Landmarks*

At major intersections, buildings and/or landscaping should provide strong edges for the extensive asphalt. Here, and in very large developments singular design may be desirable to provide a landmark, unless it would detract from a more significant landmark.

3. *Views*

Views along major public rights-of-way need to be taken into account in landscaping, signage, and siting of buildings. Street trees, screening of parking lots and coordinated signage are particularly important in improving areas of visual chaos.

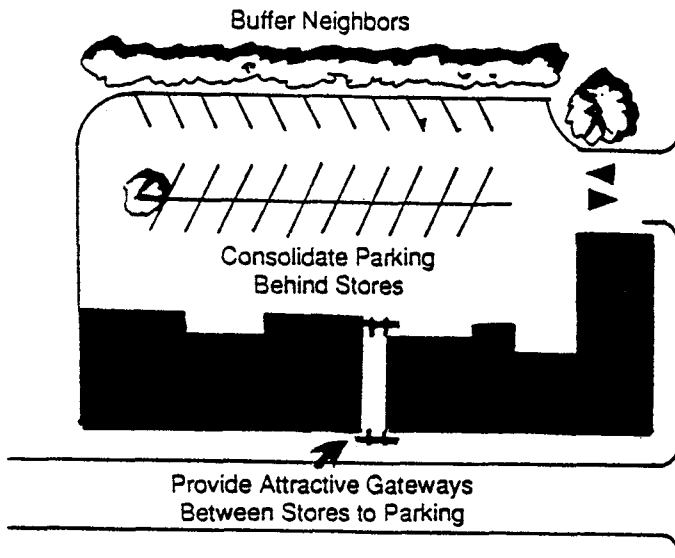
4. *Ambience*

Commercial development supplies goods, services and jobs; quality design will encourage shopping in Hayward and provide good working environments. Commercial areas are also settings for social interaction; designs support this use with amenities such as courtyard seating, notice boards and walkways connecting to residential area and thus encourage local shopping.

COMMERCIAL: SIDEWALK ORIENTED

Development with a pedestrian and transit orientation is preferred on arterials approaching the downtown and in activity centers identified in the *General Policies Plan*. Buildings are to be generally set forward to maintain continuity of architecture and pedestrian interest. Typical locations are the downtown, on Mission Blvd. north of Harder Rd., along Jackson east of Soto, and on "A" St. between San Lorenzo Creek and the overpass.

The design of buildings and spaces within these areas should encourage pedestrian and transit use.



- Coordinate rear parking lots through use of cross access easements. Provide access to parking from side streets where possible.
- Provide bus shelters that compliment commercial design, with appropriate advertising space for stores/centers which provide them. Try to locate bus stops near stores with long hours.

- Seek continuity of commercial frontage and substantial buildings in scale with streets (at least two stories).

- Utilize street trees and/or closely spaced pedestrian-oriented lighting standards and other street furniture to separate pedestrians from vehicular traffic.

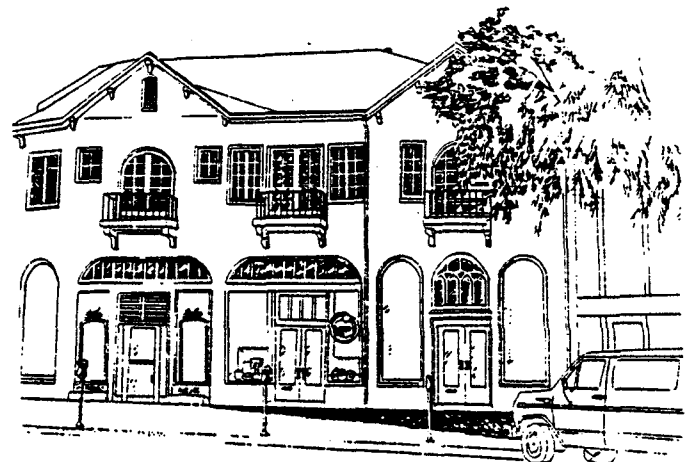
- Maintain continuity of streetscape, facades and pathways, limiting driveways, parking lots or auto service bays which detract from character.

- Provide signage oriented to pedestrians (see Signage section).

- Create outdoor use areas with building orientation, landscaping and street furniture.

- Provide high percentage of "transparency", i.e., display windows along walks to sustain pedestrian interest. Design lighting to feature wares, dining or other attractions.

- Provide detailed architectural features and well framed doorways.



COMMERCIAL: MIXED USE

Mixed use development has existed since early Hayward, exemplified now by the Green Shutter at Main and "B" St. Mixed use like the Green Shutter - housing above and shops below with a cafe on the corner - is a classic form of urban development. Residents are in close proximity to their public living rooms along the street and within walking distance of transit to additional urban attractions. Even a limited component of mixed use, such as a ground floor corner store where a large housing development meets a major intersection, can contribute to a sense of community and reduce car trips.

Mixed-use development is especially encouraged along Mission Blvd. and near downtown.

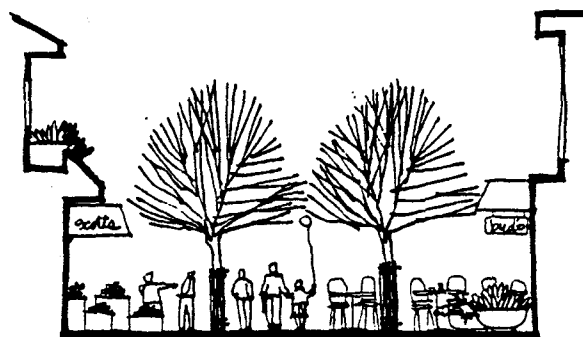
Care should be taken to provide separate access to residences and to commercial uses that may operate different hours in mixed use development. But shared parking for uses with different peak parking needs, like residential use and office use, is encouraged to reduce expanse of parking in compact, pedestrian-oriented development.

- Minimize segregated parking in order to get most efficient use of parking spaces.

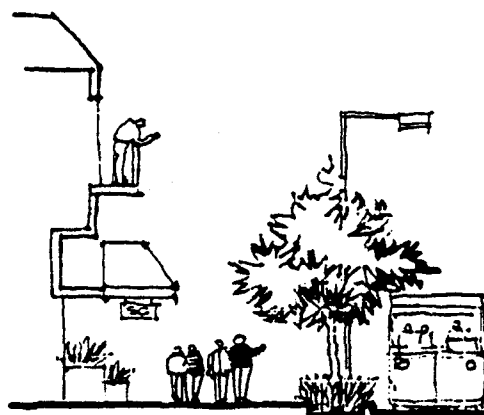
- Design distinctive entrance to residences from sidewalk. Pedestrian entrances to residences located on a side street will usually provide more privacy and space for lobbies without compromising the continuity of the retail frontage on the main street.

- Maintain high visibility for retail uses on the ground floor by placing store fronts close to sidewalk.

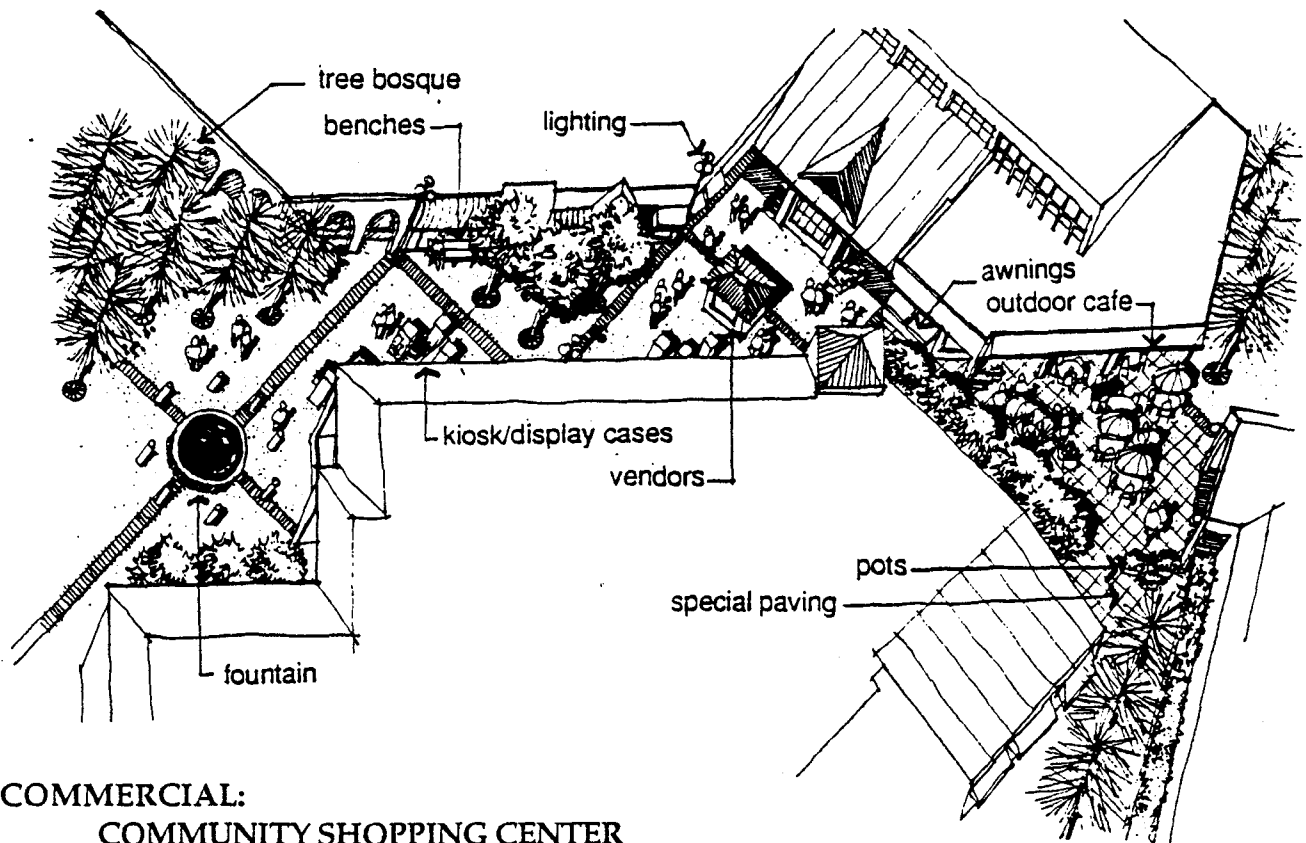
- Orient residential uses to take advantage of available views: street action and street trees, internal courtyards, adjoining creeks, parks, or historic buildings or distant hills. Private or common open space needs may be satisfied for some units by lobby space, solariums or other amenities where private open space with a good orientation is infeasible.



- Provide amenities which enhance both the commercial and residential use and create an attractive, distinctive place connected to the adjoining neighborhood.



Separate Auto and Pedestrian
Circulation with Landscaping



COMMERCIAL: COMMUNITY SHOPPING CENTER

Community shopping centers are now generally 8 acres or larger, and are characterized by unified architecture for the building or buildings (which contain separate commercial establishments with at least one major anchor), weather protection and contiguous on-site parking. Typical bad qualities which should be corrected or avoided are: lack of a strong sense of entry; a weak presence along the street; monolithic parking with no provisions for pedestrians, bikes or transit; linear building with uninteresting roof; and poorly developed pedestrian spaces.

- Create a strong sense of entry and orientation to the store fronts. A central space such as a plaza or a focal point can be used to orient and direct shoppers.
- Arrange parking to provide adequate entrances, exits and acceptable walking distances.
- Accommodate public transportation as an integral part of design.
- Provide for bicycle access and storage.
- Break up mass of parking with planting and/or building masses.
- Provide pedestrian access to site with special paving differentiating where walkways cross roadways.
- Keep service functions out of the sight and hearing of adjacent property owners.
- Buffer adjoining land use from light, sound and traffic intrusion. Utilize screen planting as well as masonry wall where truck deliveries would disturb residences.
- Vary lighting to differentiate street parking, pedestrian and entry areas.
- Articulate the building footprint to create an interesting sequence of spaces. Provide architectural detail at pedestrian level such as special paving, storefronts, and site furnishings.

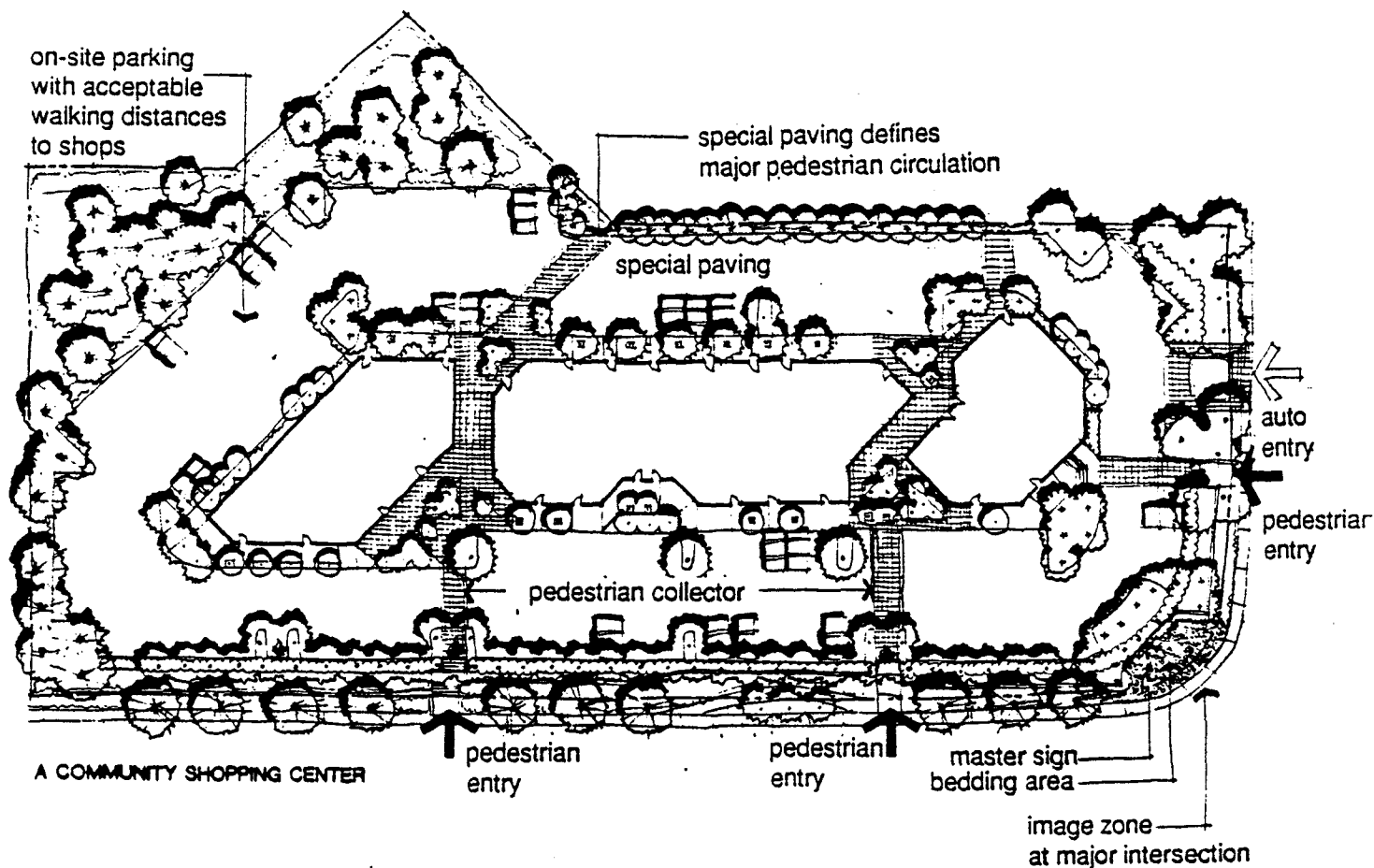
- Incorporate fast food outlets into the shopping center rather than on isolated pads in the parking lot in order to encourage linked trips and a more attractive, cohesive site development. Avoid free-standing "pad" development in the parking areas which does not integrate with the overall development.

- Design roof as an integral part of building mass and form, and house equipment within roof volumes. Use roof articulation to identify entrances.

- Establish parameters for compatible tenant signage placement and lighting.

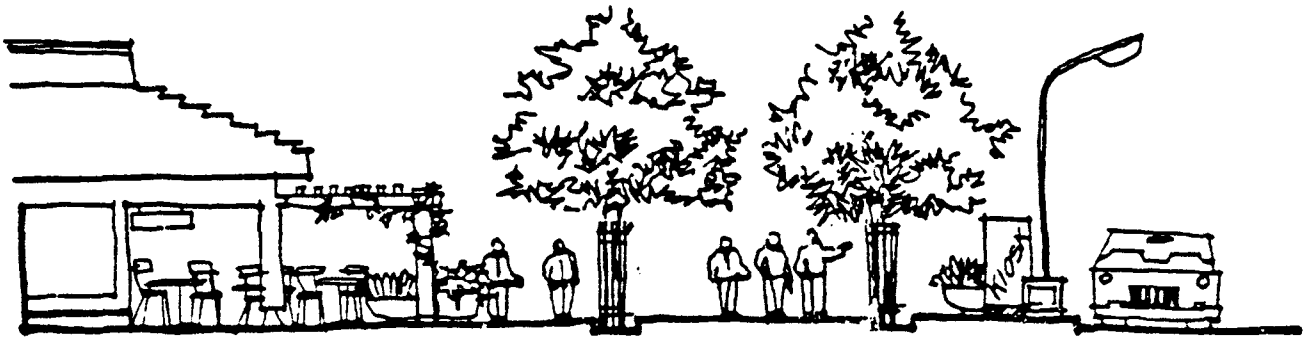
- Incorporate amenities such as sculptures, fountains, food vendors, restrooms, telephones, newspaper stands, benches, drinking fountains, kiosks and sunny seating areas.

- Provide landscaping at perimeter with accent planting at entrances and master sign.



NEIGHBORHOOD SHOPPING CENTERS

The viability of older commercial developments has continued to shift with increasing use of cars to access new or larger shopping centers. Currently, shopping centers less than about eight acres are generally considered too small to have major anchors thus too small to compete with larger centers. There is interest in Hayward in developing more neighborhood ties with such centers as their uses transition so that they become a destination for walking trips and provide more personal services and social contact.



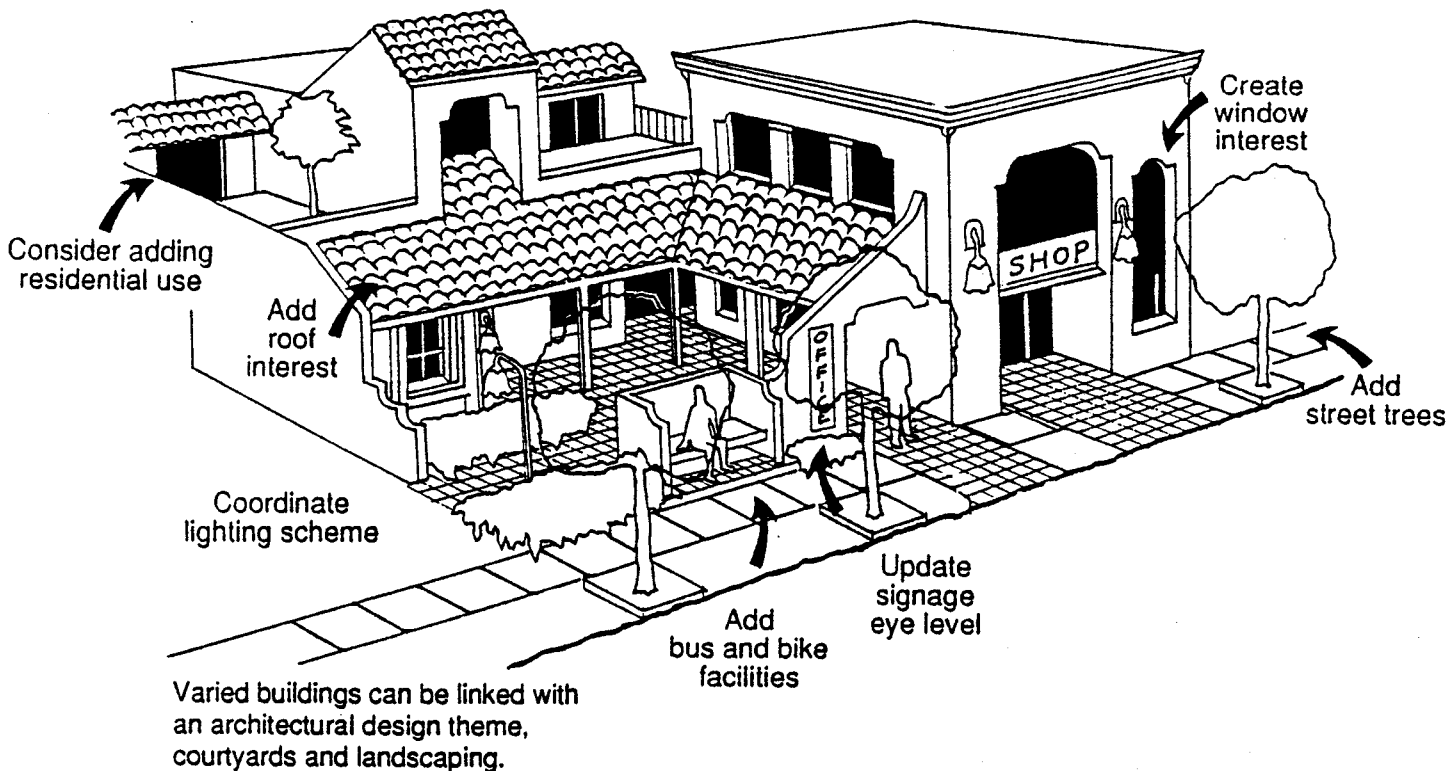
- Design walkways connecting neighborhood sidewalks with the center. Seek to extend street pattern into the center as walkways to shorten walking distances and to provide vistas into the center. Opening up walkways across linear developments may create compensating new frontage for small businesses.
- Provide some outdoor sales space for seasonal offerings to add visual interest.
- Design tenant space for coffee shop or cafe with good solar exposure, outside seating, and amenities such as trellises, raised flower beds, interesting pavement, or fountain.
- Add new lighting, landscaping canopies and entry features to convey a fresh welcome for pedestrians and motorists. Adopt a sign program conforming to current sign regulations.
- Consider utilization of space for day care of elders and/or pre-schoolers, if contiguous outdoor use space can be developed, and other local service enterprises. Provide bulletin board. Provide display space for local artists to temporarily fill in vacant storefronts.
- Avoid blocking visibility and identity of center with unrelated buildings on separate pads in the parking lot. Seek to connect fast food franchises with the main building to gain impulse shoppers and to link trips, reducing traffic and air congestion.
- Reduce driveway entries where feasible to improve traffic safety and allow more landscaping.

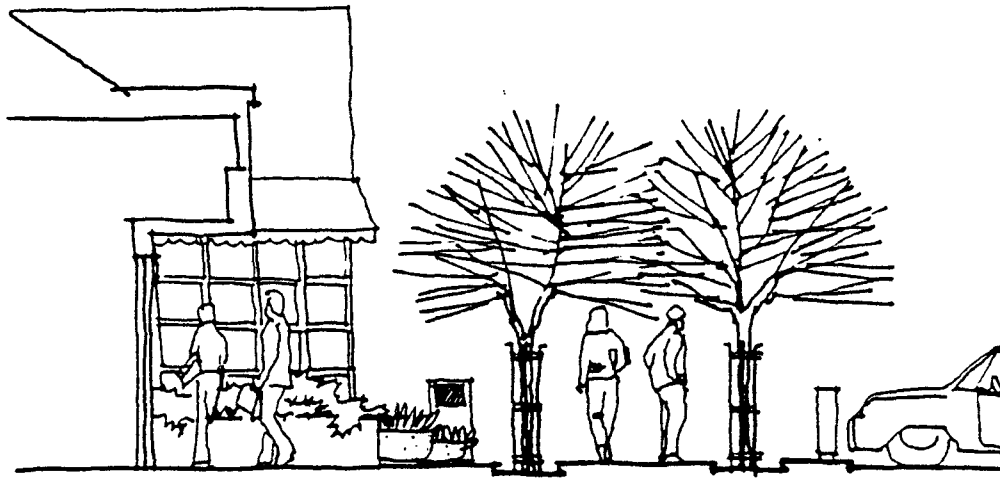
COMMERCIAL: REMODELLING

Commercial establishments need a fresh, up-to-date look for maximum appeal to customers and for the improved image of the City as a whole. Negative image problems which the City is seeking to correct include outdated signage, especially large pole-mounted installations, which gives the City a chaotic commercial strip appearance, and lack of landscaping around and in parking lots, which gives the City a bleak appearance. Signage and street trees are related issues because the old pole mounted signs rely on a lack of trees for visibility. Businesses will increasingly rely on the attractiveness of their buildings and landscaping to draw attention rather than signs hoisted in the air.

Other design issues relate to the gradual urbanization of commercial corridors. More intensive development will become feasible requiring more skillful design.

- Establish coherent design themes including updated signage and lighting.
- Landscape barren street frontages and parking lots.
- Create attractive outdoor use spaces framed by building(s).
- Consider pedestrian; bike and transit access as well as more efficient parking arrangements.





COMMERCIAL: SUBURBAN CORRIDOR

The automobile oriented shopping corridor is a miscellaneous collection of individual stores or services along major streets, which rely on ease of access and movement for vehicles. Parking is often between store and street. To compensate for extensive paving and disjointed architecture, extensive landscaping is needed to maintain an attractive boulevard appearance along such streets as Hesperian Blvd. and Harder Rd.

- Establish cross access agreements to combine parking areas and entries for more efficient use and reduction of curb cuts. Wider lots should be maintained on auto-oriented shopping strips for practical parking arrangements and continuity of landscaping.

- Plant street trees and parking lot trees to temper harsh expanses of asphalt. Landscaped area between parking and street should relate to adjoining landscaped areas to maintain visual continuity along street. Wider landscaped areas are generally appropriate at entrances and street corners, and along more extensive frontages. The minimum landscaped area required between public right-of-way and parking is 10'. Plant with low shrubs to screen parking area.

- Use low monument signs for free standing signs in suburban commercial corridors (see Signage section).

- Utilize design which contributes to cohesiveness of the existing streetscape rather than adding discordant elements. Seek compatibility of roof lines, set-backs, materials, color, character and scale.

- Use quality, durable materials.

- Design the entrance and signage to express the building use as well as the design theme.

- Emphasize low maintenance landscaping but consider accent planting at entries and intersections.

- Screen auxiliary structures such as trash, storage and mechanical equipment, and relate screening to architecture or landscaping.

- Consolidate complementary commercial uses into a joint development where possible to link trip destinations and better utilize land.

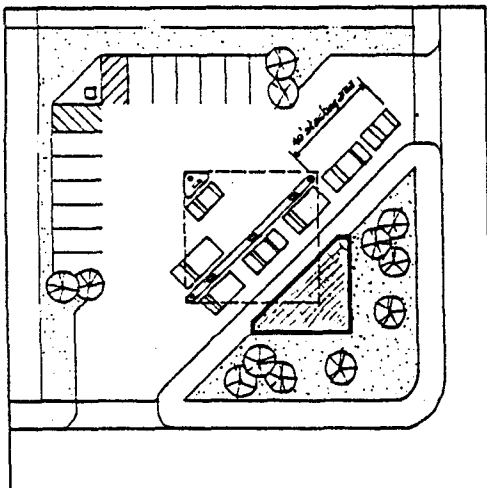
- Neighborhood plan policies for Tennyson Rd. between I-880 and the BART line call for a Spanish colonial design theme to give a more unified look to the street.

**COMMERCIAL:
AUTO SALES, SERVICING
AND DRIVE-THRU SERVICE**

Hayward residents rely heavily on automobile transportation. Consequently, a high proportion of the City is paved for auto circulation and parking. The City has landscape and screening requirements to relieve the expanse of parking lots and streets. Car sales, rental, repair and service businesses and businesses with drive-up service tend to have higher proportions of pavement, weak architectural presence and conflicts with pedestrians which need to be addressed in their design.

■ Structures should be designed to provide a solid presence on the street that relates to surrounding buildings in form, materials and/or detailing. Light-weight metal, plastic or other temporary appearing materials are not appropriate in highly visible locations. Franchise architecture which doesn't relate to the surroundings and thus contributes to a disjointed streetscape is to be avoided; such buildings do not enhance Hayward and cannot easily be used by other businesses if the original use leaves.

■ Curb cuts should be located as far as possible from conflicting movements, such as corners, and should be limited in number and width in order to maximize continuity of landscaping along the street.



Circulation patterns defined by landscaped areas, limited paved areas, and limited driveway cuts.

■ Landscaping should compensate for high proportions of paving. Drive-ins are required to have deeper landscaped areas in the Zoning Ordinance. Car dealers who keep front landscaping relatively low and simple for car visibility should provide enhanced landscaping at other perimeters to buffer neighborhood and to provide a green, inviting backdrop for the car lot.

■ Car repair and washing activities should be enclosed in structures which shield adjacent residential or commercial uses from noise. Repair and service bays should not face residential properties or open towards public streets, unless screened by street trees and other landscaping. Cars elevated on racks for service are generally considered unsightly.

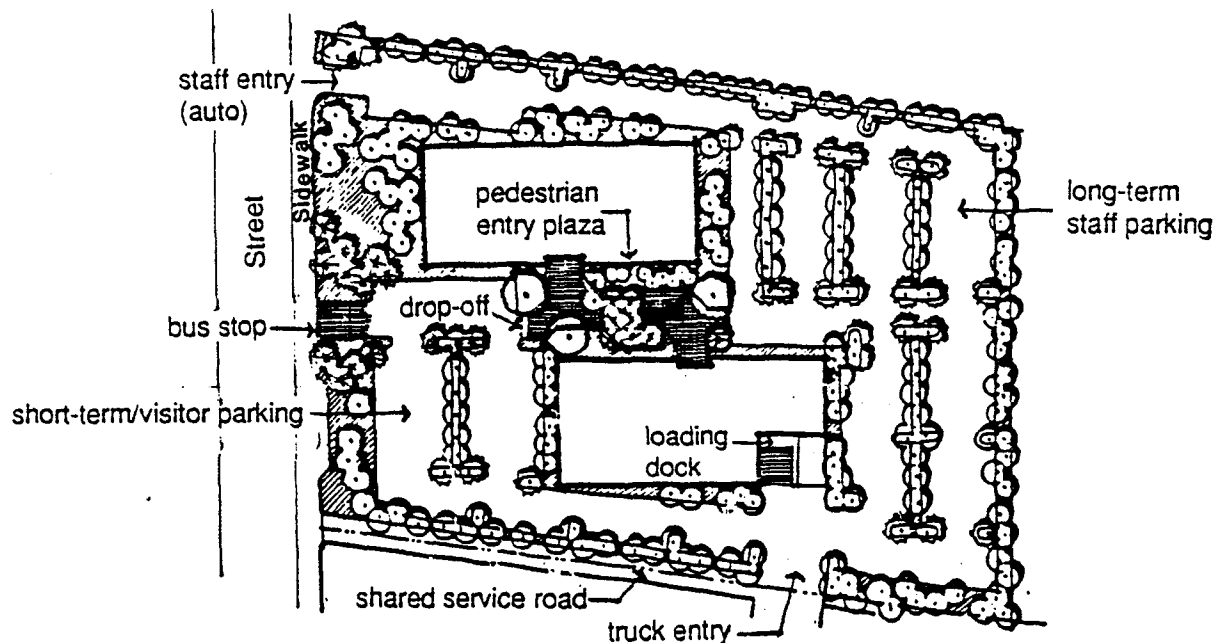
■ No public address systems should be used in outdoor areas; personal pagers can be used to contact employees outdoors without disturbing adjacent residences or businesses. Lighting should be shielded from neighbors.

■ Except for gas stations, drive through service lanes should be separated from the parking lot or public street by a landscaped strip; service lanes should not be routed near residential property and should not interfere with pedestrian access to the business.

■ Adequate stacking and parking space must be provided to prevent back-up into arterials or parking along adjoining neighborhood or commercial frontage.

INDUSTRIAL: GENERAL CONSIDERATIONS

Historically, land use in industrial areas was sharply defined and included only heavy industry, light industry and warehousing. The distinctions began to blur in the 1950s with the industrial park, in the 1960s with the research and development park, and in the 1970s with the office/business park. These "parks" have a mix of light industrial, warehouse, distribution and office. Because industrial parks have private covenant, codes and restrictions covering many design elements, the City has not required design review except where industry abuts residential use. This section is divided into Industrial Corridor and Light Industry based on proximity to residential uses.



INDUSTRIAL: INDUSTRIAL CORRIDOR

Industrial park development has been generally attractive. Provisions for transit, pedestrians and bikes need development.

- Separate incompatible elements such as: visitor and employee parking; loading zones; truck parking, stacking and circulation; storage yards; and rail sidings.

- Coordinate site access with the roadway system (e.g., setback curb cuts from intersections and provide sidewalks).

- Create legible entries for trucks, cars and pedestrians. Maintain accessibility for fire fighting equipment at all hours.

- Provide bus shelter, convenient walkway system, bike storage and preferential carpool parking to reduce traffic impacts.

- Utilize planting to define site and building entries, to provide a visual amenity for office spaces, to define traffic and walkway routes within parking lots, and to provide screening and shade. Maintain continuity of berming, large groupings of trees, below-ground wires, and controlled signage and lighting.

■ Provide easement for public access where industrial development adjoins baylands or water channels connecting to baylands. Improve as recreational amenity for outdoor eating, walking and cycling where appropriate.

■ Where appropriate, utilize retention ponds to lessen runoff.

■ Screen loading and service areas on major streets like Industrial Parkway that are also used to access residential areas.

■ Screen parking for autos and trucks, exterior storage and trash bins, etc., with earth berms, planting, walls, fences, grade changes or a combination of these elements.

■ Consider provision of recreational facilities such as volleyball courts, basketball courts and exercise courses, shaded outdoor eating, changing rooms and showers to reduce employee car trips and stress.

INDUSTRIAL: LIGHT INDUSTRY

"Light industry" is a general term referring to industrial uses which are more compatible with other land uses than "heavy" industry. "Heavy" industrial uses are incompatible because of obtrusive scale or with nuisance aspects like smell, noise, vibrations, smoke, heavy truck traffic or concentrations of hazardous materials. Many kinds of "Light Industrial" businesses can occur in close proximity to residential or commercial development if operated in a neighborly fashion and properly designed.

Industrial areas which should be limited to light industrial development are those within the Burbank, Jackson Triangle, Mt. Eden and Tennyson-Alquire neighborhoods and other locations within 400'-600' of designated residential areas.

■ Enclose industrial operations in a substantial building which is capable of containing operational noise and filtering out any fumes. Bays should not face residential development.

■ Provide landscaping and masonry wall on perimeters adjoining residential use and landscaping along public rights of way. Provide additional setbacks and landscaping to screen buildings of larger scale than adjoining development.

■ Site buildings to shield neighborhood from noise of arterials, railroad and industrial uses wherever feasible.

■ Screen outdoor storage facilities near residential areas. No outdoor storage should be visible from a residence or along street serving residences unless it serves needs of residents (such as boat and RV storage and home improvement equipment rental) and is not unsightly. Auto salvage yards are considered unsightly.

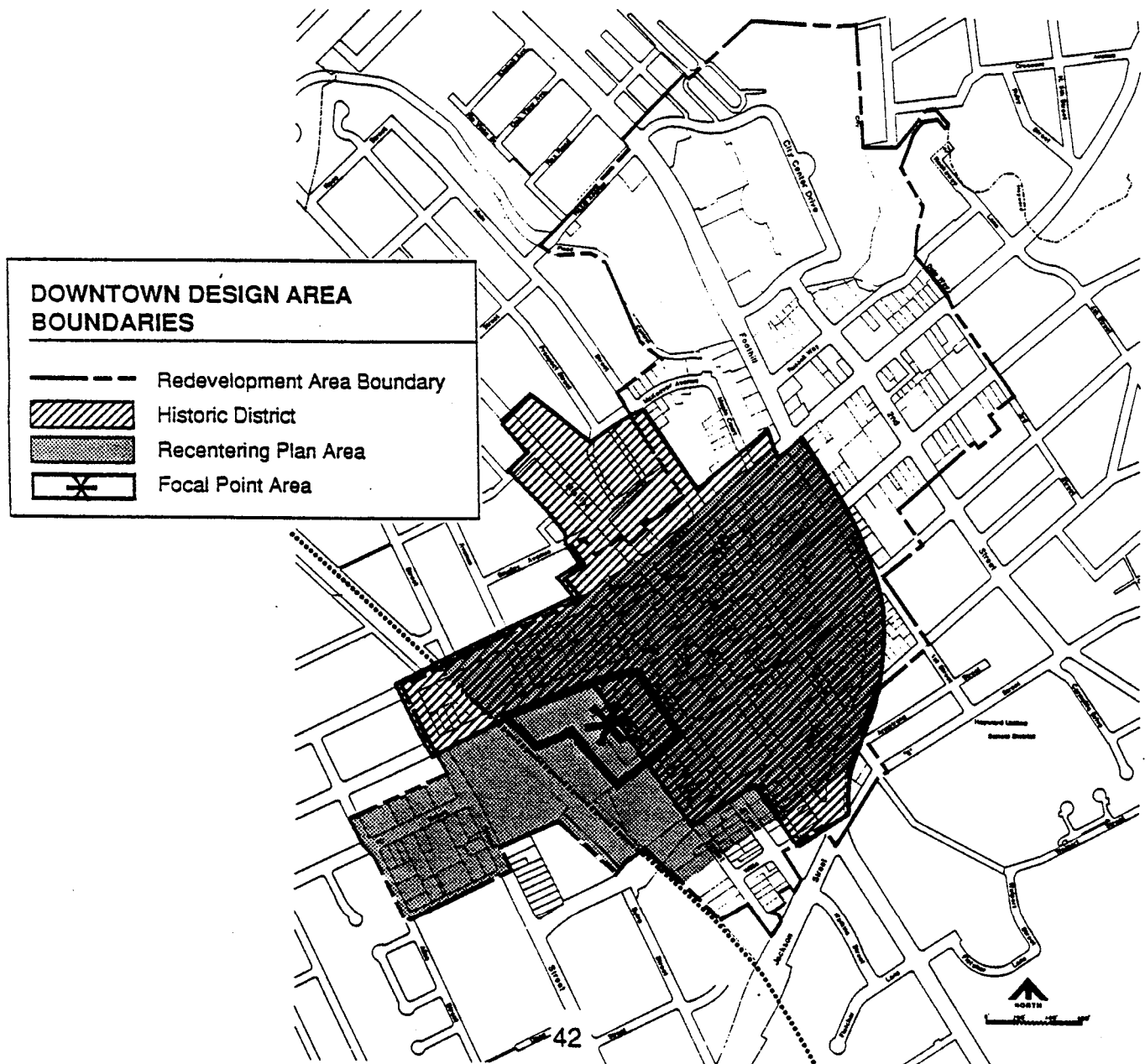
■ Provide direct access from an arterial truck route for large truck docks. Docks should not face residential use and truck parking should not be located adjacent to residential use; loading noise, tractor trailer truck traffic and overnight parking of refrigeration units severely compromise residential amenity.

■ Avoid frequent curb cuts along Clawiter Rd. and Industrial Parkway/Blvd. which would facilitate commercial strip development, hinder traffic flow, and reduce potential landscaping along street.

DOWNTOWN: General Considerations

The downtown is an important nexus for Hayward. It incorporates the sources of original settlement - the San Lorenzo Creek and the original Spanish road (along Mission Blvd.) - as well as the buildings and roadways which chronicle its subsequent development. Early buildings create a unique sense of place to be carefully preserved as buildings are rehabilitated. New downtown buildings should also be built to last with finer, more finished and detailed elements that express the downtown's place as the permanent center of the City. All downtown buildings should be oriented for ease of pedestrian and transit access to allow more intensive use over time; pedestrian amenity and continuity of development are essential.

Please refer to the *Commercial Design Manual* for infill commercial development in the Historic District, to the *Recentering Downtown Design Plan* for in the core area of downtown and to the Downtown Focal Point Master Plan for design in that area as well as for photographs of more generally appropriate downtown elements.



Downtown:

"B" Street and Main Core Area

The "core" area of downtown, with "Main Street" storefront character, has the clearest imperative to maintain pedestrian-oriented retail frontage and a classic downtown shopping district appearance.

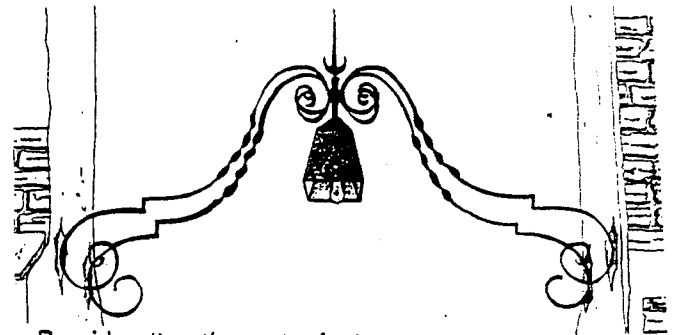
- Build to the front setback line and maintain continuous commercial frontage except for entrances to parking courts or upper level residences.

- Maintain existing rhythm of storefront display windows and recessed entries with glazed doors. Existing storefronts are 30'-50'.

- Create handsomely detailed storefronts with a high proportion of glass on the ground level.

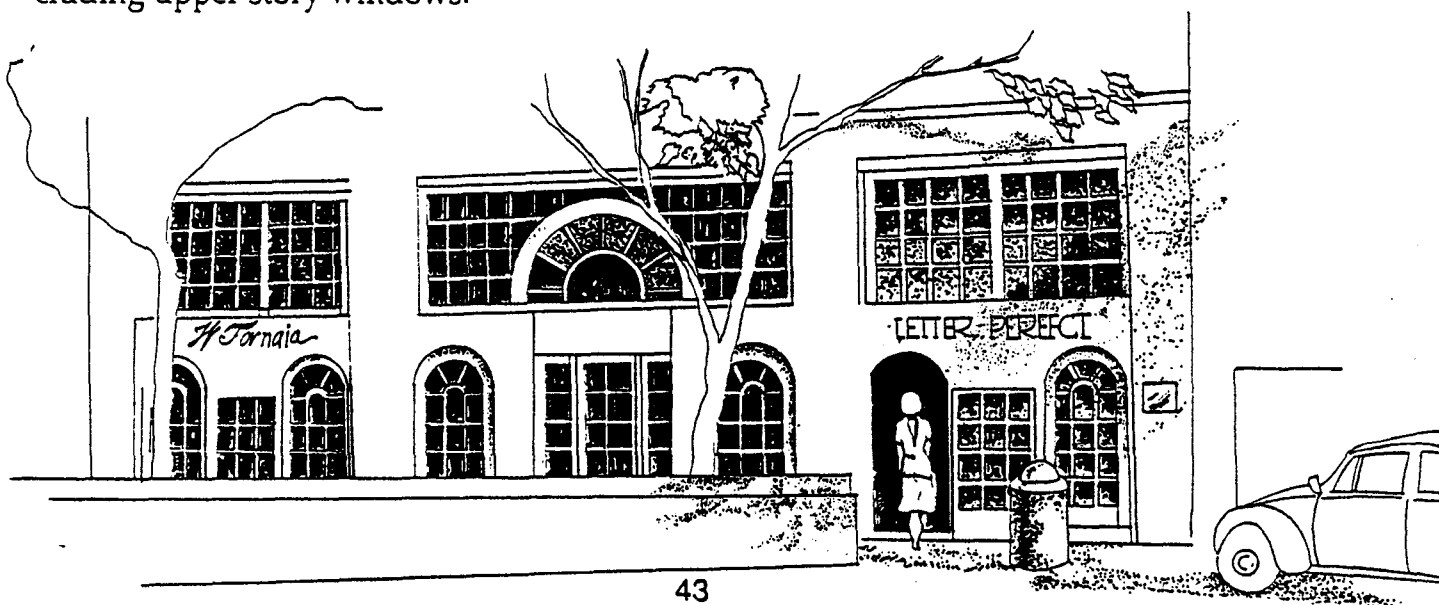
- Provide a low base (bulkhead) of durable, finished material such as marble, terra cotta, glazed brick or ceramic tile; provide interesting fenestration such as multi-paned transom windows or arched windows with window frames, mullions and muntins of wood (painted) or dark anodized metal; and provide cornices to frame storefront and to finish the building at the roofline. Maintain good proportions of all frontage elements including upper story windows.

- Provide parking in the block interior, with rear entrances to shops and services where possible. Retain original elements which add character such as metal sliding doors, shutters and hardware. Coordinate design of rear entry architecture and signage with front facade. Enclose garbage and service areas.

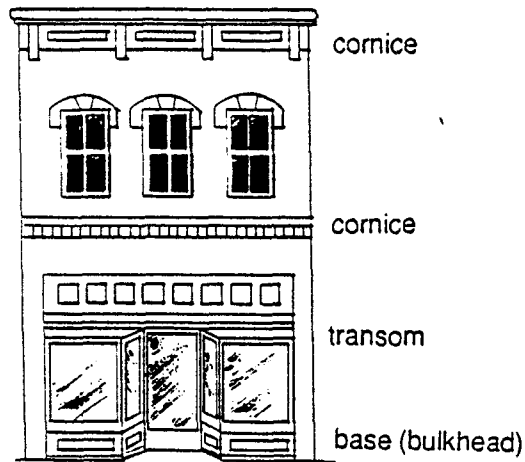


Provide attractive entry features to rear parking courts.

- Do not use rustic, shiny metal or plastic materials such as rough sawn wood, shingles, galvanized metal, or exposed concrete block.

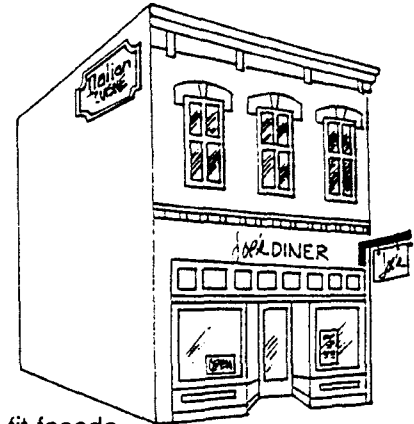


- Restore original facades that have been covered or partially stripped, maintaining base, transom and cornice elements and original materials where possible.



Retain original architectural elements, proportions, and materials.

- Provide pedestrian oriented signage (see Signage section); hanging icon or graphic signs are encouraged. Awning signage should not exceed 30% of the awning; flaps and end panel location is suitable for pedestrian visibility. Signage should not hide architectural detail. Freestanding monument, pole or internally illuminated signs are not appropriate.

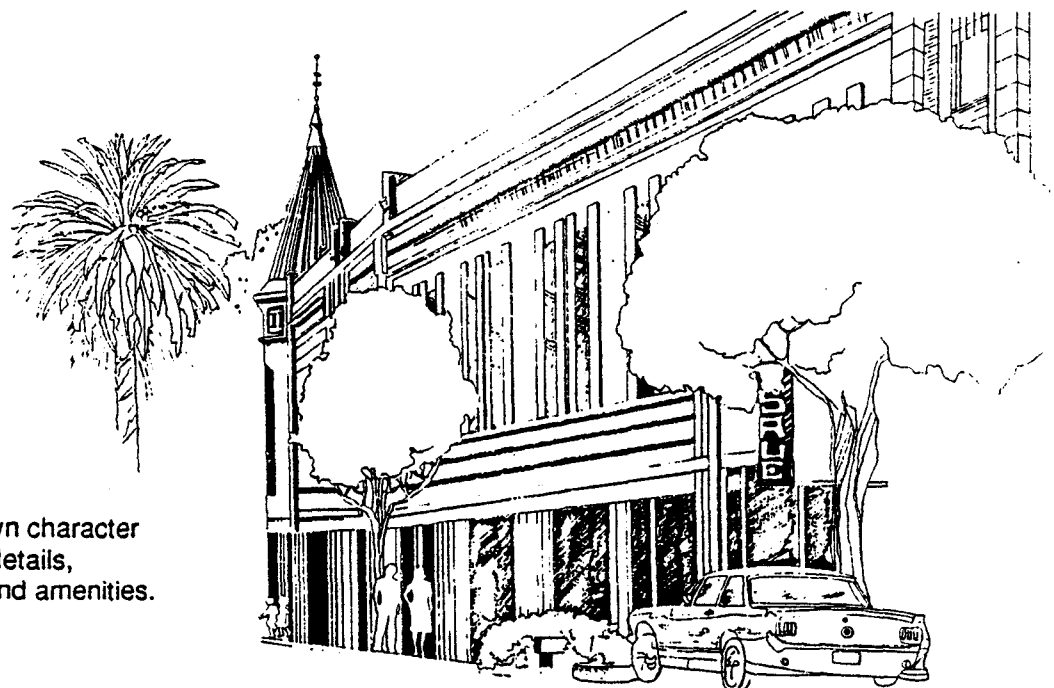


Design signs to fit facade.

- Seek to relate to existing building wall heights along the street if at least 24'; taller buildings are appropriate for corner buildings or significant public buildings. Taller buildings may be related to an existing lower street wall and allow more solar access to the shopping street by terracing uppermost stories back from street.

- Select fabric awnings which are compatible with adjacent awnings and with the design of the building entry and windows. Continuous horizontal awnings detract from the vertical elements associated with downtown. Separate awnings should be used over upper story windows.

Extend historic town character with architectural details, pedestrian scale and amenities.



Downtown:

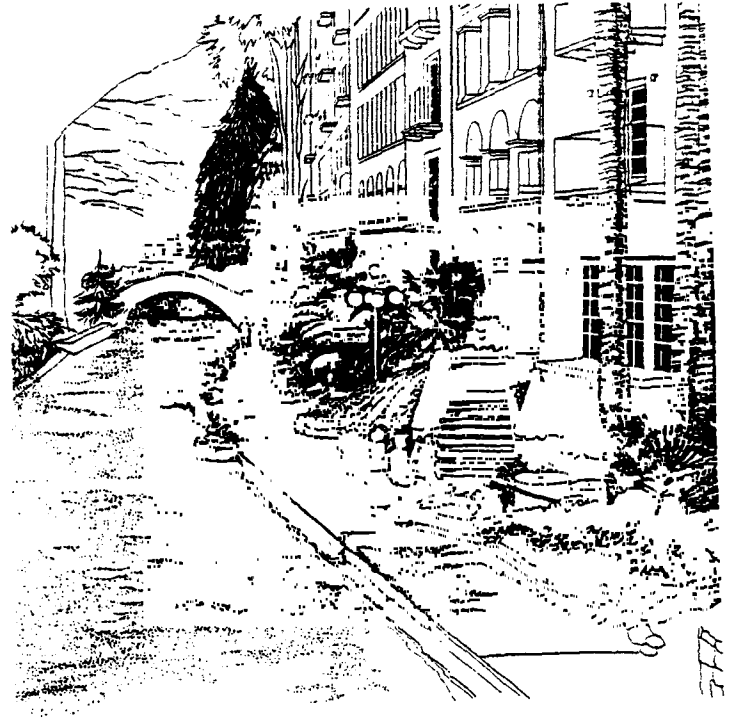
Open Space Features

Extensive downtown development has occurred on the site of the old Hayward High beyond San Lorenzo Creek. Walkway development along the Creek can help tie the downtown together and provide a downtown amenity extending from Prospect Hill to the Japanese Garden and Little Theater. The fault line could extend a greenway from Prospect Hill to Library Square and beyond to Walpert Hill.

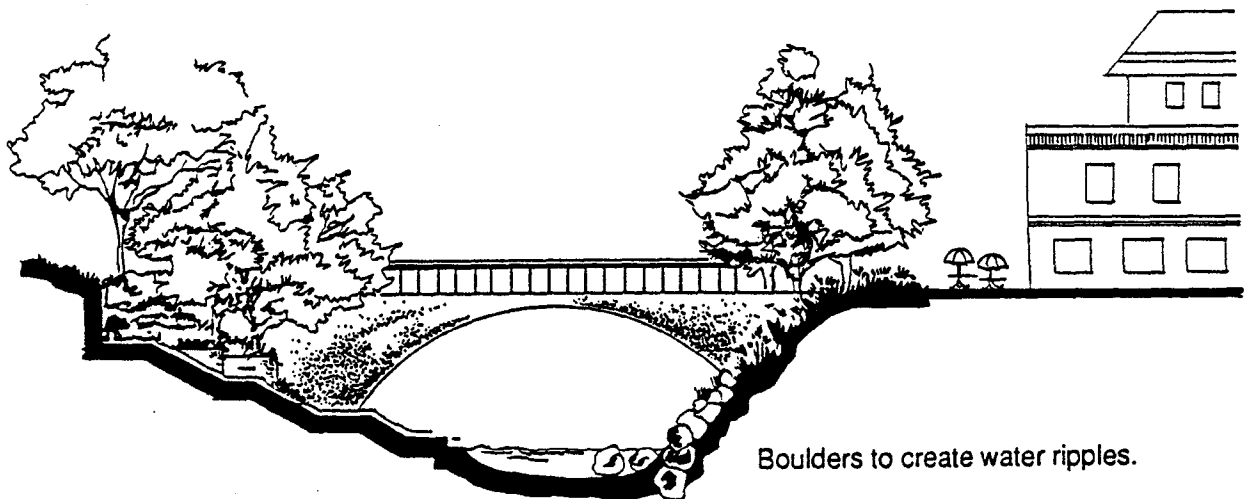
- Incorporate public walkways along the Creek in downtown creekside development with seating areas and pedestrian-scale lighting. Provide landscaped, meandering walkway from Library Square to the Creek along the fault to extend sense of natural amenity and downtown connection.

- Include space suitable for use as a cafe in large developments along the Creek.

- Restore natural setting of the creek where feasible, e.g., uncovering the creek west of Foothill Blvd, and landscaping with riparian trees, vines, and boulders to soften concrete channelization.



Orient development toward open space amenities and design walkways to facilitate public access.



Redesign channelized creek to create natural amenity.

Boulders to create water ripples.

Downtown: Beyond the Core Area

Most downtown development has occurred outside the core area of the downtown. Like the Core Area, this area should have a strong pedestrian orientation expressed in lighting, landscape, transit shelters, architectural detail and display windows to maintain pedestrian interest. It is also important to make transitions to the areas surrounding downtown and to accommodate a wider variety of development types gracefully.

■ Draw enduring architectural themes from surroundings and the history of Hayward. Historic themes include Portuguese settlement reflected in All Saints Church and two mortuaries which suggest courtyards, archways, recesses, light stucco and tile roofs. Cultural expressions of other elements of Hayward also belong in the downtown as well as artfully composed contemporary buildings.

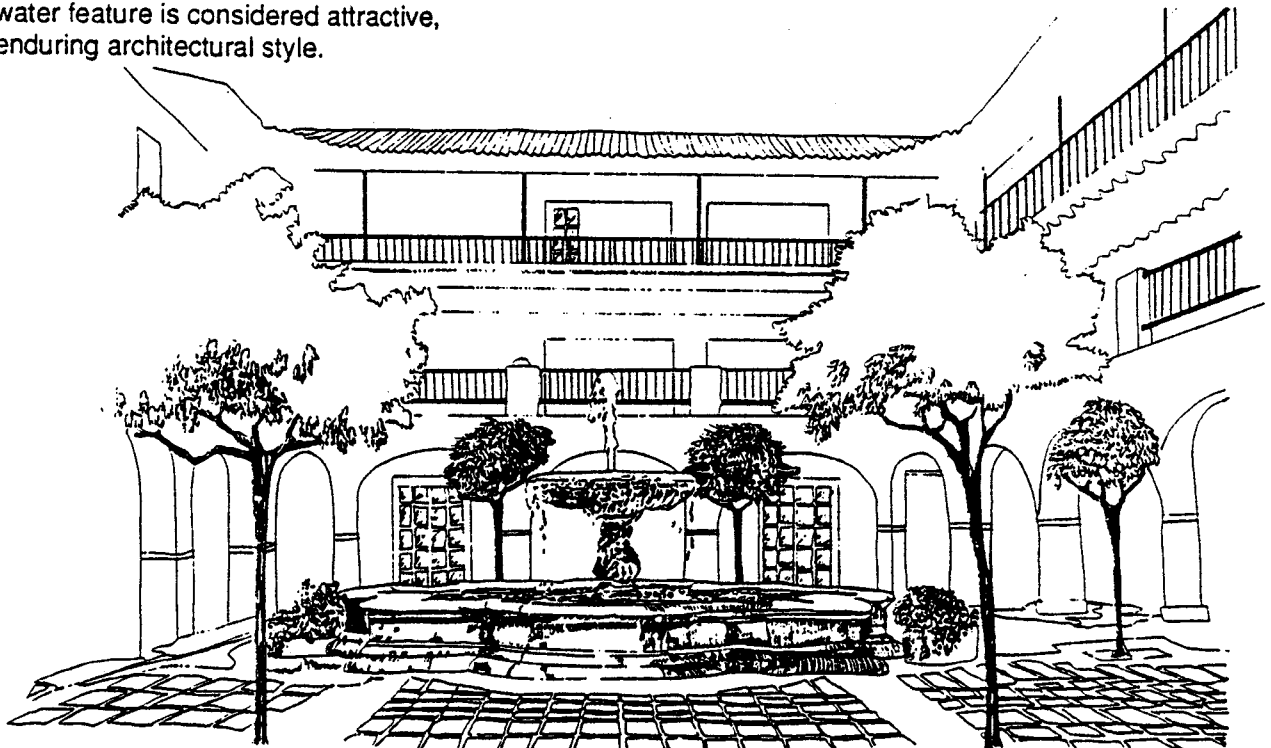
■ Frame views of surrounding hills, San Lorenzo Creek, and the Japanese Garden to take advantage of creek and hill amenities.

■ Provide high quality building materials, and interesting windows, and inviting, prominent entries at pedestrian level.

■ Use lighting to feature entrances, architectural features and merchandise at night.

■ Articulate facade at least every thirty feet. Avoid blank walls and long horizontal lines which do not engage interest and create a pass-through town. Avoid expanses of glass, metal or concrete which would give a hard, uninviting character.

Courtyard with arches, porticos, tile and water feature is considered attractive, enduring architectural style.



■ Generally site commercial buildings at front setback line to create lively downtown pedestrian space with consideration of other factors noted below.

■ Increase setback or terrace structures which are more massive than their surroundings, especially where abutting neighborhoods around the downtown.

■ Consider setback to create plaza space with attractive paving, seating walls and planters where solar access is good.

■ Consider setback on major streets with narrow sidewalks like Foothill Blvd. to provide appropriate space for street trees and pedestrian circulation.

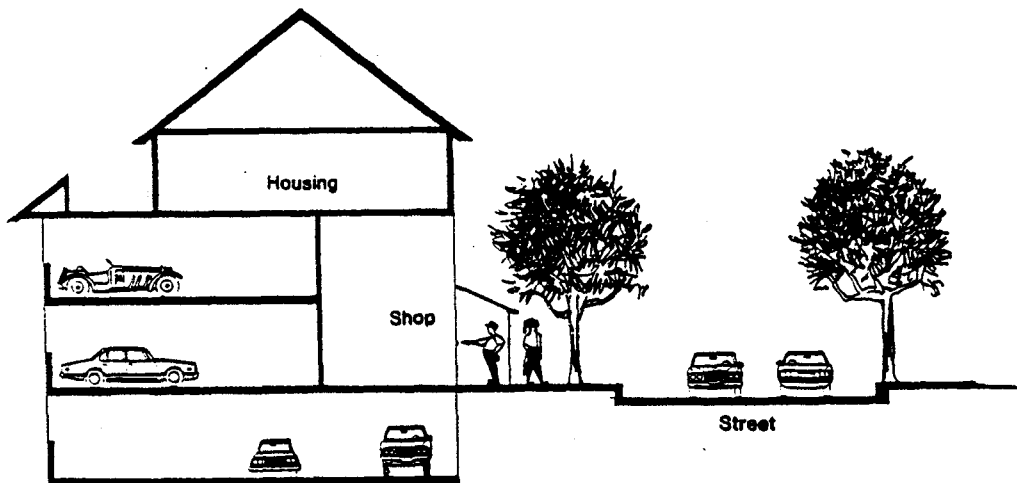
■ Consider width of street in determining appropriate building scale.

■ Orient storefronts to major street frontage; also provide pedestrian entries from rear and side streets where feasible.

■ Seek to connect new office buildings to downtown pedestrian network by providing ground floor lobbies connecting to inter-block walkways.

■ Where consistent with architectural style, provide special treatment of corners at major intersections such as walk-through arcade, cut off corner entrance or corner tower element.

■ Integrate parking with commercial areas discretely such as depressing below grade, providing retail frontage on parking structures or locating in block interior. Surface parking is not appropriate frontage for major streets.



Integrate parking unobtrusively.